



**JAPANESE CULTURAL DIPLOMACY TOWARD INDONESIA THROUGH ANIME AND MANGA IN
2018-2021**

UNDERGRADUATE THESIS

Submitted as one of the requirements to obtain

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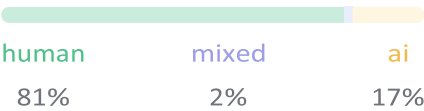
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Japanese cultural diplomacy toward Indonesia through Anime and Manga in 2018-2021 in Jakarta

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THESIS ADVISERRECOMMENDATION LETTER

This thesis entitled Japanese cultural diplomacy toward Indonesia through Anime and Manga in 2018-2021 in Jakarta prepared and submitted by Jaya Umbara in partial fulfillment of the requirements for the degree of Bachelor in the Faculty of Humanities has been reviewed and found to have satisfied the requirements for a thesis to be examined. I therefore recommend this thesis for Oral Defence

Cikarang, Indonesia, 27 August 2024

Dr. Endi haryono, M. Si

ABSTRACT

Title: Japanese cultural diplomacy toward Indonesia through Anime and Manga in 2018-2021 in Jakarta

Anime and manga is one of the core instruments that are used in the Japanese Pop Culture. Specifically it is a tool to influence the foreign country with the usage of culture diplomacy through the Soft Power. Despite its usage, our knowledge about the influence of Japanese pop culture are still lacking although there already a few studies that tries to spread the knowledge. However there is still a gap of knowledge on the study about the Japanese pop culture festivals especially in Jakarta. This study used the qualitative research analysis using second hand information gathered through books, journals, articles and the internet. This study revealed that the Japanese pop culture influence in Jakarta is rapidly growing due to the effort made by MOFA and Jakarta government cooperation. Our findings show that Japanese pop culture influence in Jakarta is rapidly growing through the annually and biannually Japanese pop culture festivals.

Keywords: Anime and Manga, popular culture, cultural diplomacy, Japanese pop culture festival.

ABSTRAK

Judul: Diplomasi Kebudayaan Jepang Terhadap Indonesia Melalui Anime dan Manga Tahun 2018-2021 di Jakarta

Anime dan Manga adalah salah satu instrument yang digunakan di dalam budaya pop Jepang. Terutama sebagai alat untuk mempengaruhi negara asing dengan menggunakan Diplomasi budaya melalui Soft Power. Meskipun penggunaannya, pengetahuan kita tentang pengaruh budaya pop Jepang masih kurang meskipun sudah ada beberapa penelitian yang mencoba menyebarkan pengetahuan tersebut. Namun masih terdapat kesenjangan pengetahuan mengenai kajian tentang festival budaya pop Jepang khususnya di Jakarta. Penelitian ini menggunakan analisis penelitian kualitatif dengan menggunakan informasi bekas yang dikumpulkan melalui buku, jurnal, artikel, dan internet. Penelitian ini mengungkapkan bahwa pengaruh budaya pop Jepang di Jakarta berkembang pesat berkat upaya kerja sama Kementerian Luar Negeri dan Pemerintah Provinsi DKI Jakarta. Temuan kami menunjukkan bahwa pengaruh budaya pop Jepang di Jakarta berkembang pesat melalui festival budaya pop Jepang yang diadakan setiap tahun dan dua kali setahun.

Kata Kunci: Anime dan Manga, budaya populer, diplomasi budaya, festival budaya pop Jepang.

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LIST OF ACRONYMS

AFAID: Anime Festival Asia Indonesia

AKB48: Akihabara 48

C3AFA: C3 Anime Festival Asia

COSPLAY: Costume Play

JASOO: Japan Student Service Organization

JENESYS: Japan-East Asia Network of Exchange for Students and Youths

JICA: Japan International Cooperation Agency

JKT48: Jakarta 48

MAHA5: Mahapanca

MOFA: Ministry of Foreign Affairs

OST: Original Soundtrack