

**UPAYA DIPLOMASI PUBLIK JEPANG MELALUI THE JAPAN
FOUNDATION DI INDONESIA PERIODE KEPEMIMPINAN
TAKAHASHI YUICHI (2020 - 2024)**

ANNISA ARMAYLIA

ABSTRAK

Penelitian ini bertujuan untuk menganalisis bagaimana Upaya Jepang Melalui The Japan Foundation Melakukan Diplomasi Publik di Indonesia Periode Kepemimpinan Director General Takahashi Yuichi (2020 - 2024) dengan menggunakan teori diplomasi publik Mark Leonard. Metode yang digunakan adalah kualitatif deskriptif dengan menggunakan sumber data primer dan sekunder. Teknik pengumpulan data dilakukan melalui wawancara, *internet based research*, dan *library based research*. Peneliti menggunakan empat tahapan analisis data menurut Miles & Huberman, yaitu pengumpulan data, reduksi data, penyajian data, dan penarikan kesimpulan (verifikasi). Hasil akhir penelitian ini menunjukkan bahwa pemerintah Jepang melalui The Japan Foundation telah melakukan berbagai upaya dalam diplomasi publiknya terhadap masyarakat Indonesia melalui upaya *News Management* dengan pemanfaatan media sosial, situs resmi, hingga berkolaborasi dengan pers lokal. Pada dimensi *Strategic Communication* Japan Foundation Jakarta melakukan serangkaian kegiatan kampanye dan branding melalui Japan Brand Program guna meningkatkan kekayaan intelektualnya. Sedangkan upaya yang dilakukan pada dimensi *Relationship Building* terlihat bahwa pemerintah Jepang bersama Japan Foundation Jakarta melakukan kerja sama jangka panjang dengan pemerintah Indonesia seperti pemberian beasiswa, hadirnya acara pertukaran budaya antara Jepang dengan Indonesia, pertukaran pelajar, pelatihan, hingga hadirnya program Nihongo Partners di Indonesia. Dalam hal ini, upaya tersebut dilakukan oleh pemerintah Jepang bersama Japan Foundation Jakarta guna menarik perhatian masyarakat Indonesia terhadap Jepang.

Kata Kunci : Diplomasi Publik, The Japan Foundation, Upaya, Jepang, Indonesia

**JAPAN'S PUBLIC DIPLOMACY EFFORTS THROUGH THE JAPAN
FOUNDATION IN INDONESIA DURING THE LEADERSHIP PERIOD OF
TAKAHASHI YUICHI (2020 - 2024)**

ANNISA ARMAYLIA

ABSTRACT

This study aims to analyze how Japan's Efforts Through The Japan Foundation Conduct Public Diplomacy in Indonesia During the Leadership Period of Director General Takahashi Yuichi (2020 - 2024) using Mark Leonard's public diplomacy theory. The method used is descriptive qualitative using primary and secondary data sources. Data collection techniques are carried out through interviews, internet-based research, and library-based research. Researchers use four stages of data analysis according to Miles & Huberman, namely data collection, data reduction, data presentation, and drawing conclusions (verification). The final results of this study indicate that the Japanese government through The Japan Foundation has made various efforts in its public diplomacy towards the Indonesian people through News Management efforts by utilizing social media, official websites, and collaborating with the local press. In the Strategic Communication dimension, the Japan Foundation Jakarta conducted a series of campaign and branding activities through the Japan Brand Program to increase its intellectual property. Meanwhile, efforts made in the Relationship Building dimension show that the Japanese government together with the Japan Foundation Jakarta are conducting long-term cooperation with the Indonesian government such as providing scholarships, holding cultural exchange events between Japan and Indonesia, student exchanges, training, and the presence of the Nihongo Partners program in Indonesia. In this case, these efforts were made by the Japanese government together with the Japan Foundation Jakarta to attract the attention of the Indonesian people towards Japan.

Keywords: Public Diplomacy, The Japan Foundation, Efforts, Japan, Indonesia