

**UPAYA DIPLOMASI PUBLIK JEPANG TERHADAP INDONESIA PADA
INDUSTRI PARIWISATA HALAL MELALUI JAPAN NATIONAL
TOURISM ORGANIZATION (JNTO) JAKARTA TAHUN 2019 - 2023**

FILZA ARYANTHI MOKENJI

ABSTRAK

Penelitian Ini bertujuan untuk membahas bagaimana upaya yang dilakukan oleh Jepang melalui diplomasi publiknya terhadap Indonesia pada pengoptimalan industri pariwisata halalnya, melalui peran *Japan National Tourism Organization* (JNTO) Jakarta pada tahun 2019 – 2023. Penelitian ini menggunakan konsep *soft power* dan diplomasi publik dengan menekankan pada dimensi diplomasi publik menurut Mark Leonard yaitu *news management*, *strategic communication*, dan *relationship building*. Metode yang digunakan dalam penelitian skripsi ini adalah metode kualitatif deskriptif, dengan menggunakan sumber data primer melalui wawancara bersama *Japan National Tourism Organization* (JNTO) Jakarta, serta data sekunder untuk mendukung argumen dalam penelitian ini. Pemerintah Jepang bersama *Japan National Tourism Organization* (JNTO) Jakarta melakukan upaya *news management* melalui pemanfaatan media sosial Instagram, Facebook, dan YouTube, penggunaan situs resmi, serta menyediakan situs panduan wisatawan Muslim. Pada dimensi *strategic communication*, Pemerintah Jepang melalui *Japan National Tourism Organization* (JNTO) Jakarta melakukan serangkaian proyek seperti menyelenggarakan *Japan Travel Fair* dan berbagai seminar. Selanjutnya, pada dimensi *relationship building*, Pemerintah Jepang melalui *Japan National Tourism Organization* (JNTO) Jakarta dengan melaksanakan proyek rutin setiap tahunnya seperti bersama agen pariwisata Indonesia dan pembebasan visa tinggal jangka pendek. Dalam hal ini, serangkaian upaya tersebut dilakukan untuk menarik perhatian masyarakat Indonesia terhadap Jepang, terutama pada industri pariwisata halalnya.

Kata Kunci: Diplomasi Publik, Pariwisata Halal, JNTO, *news management*, *strategic communication*, *relationship building*.

**JAPAN'S PUBLIC DIPLOMACY EFFORTS TOWARDS INDONESIA IN
THE HALAL TOURISM INDUSTRY THROUGH THE JAPAN
NATIONAL TOURISM ORGANIZATION (JNTO) JAKARTA 2019 – 2023**

FILZA ARYANTHI MOKENJI

ABSTRACT

This research aims to discuss the efforts made by Japan through its public diplomacy towards Indonesia to optimize its halal tourism industry, through the role of Japan National Tourism Organization (JNTO) Jakarta in 2019 – 2023. This research uses the concept of soft power and public diplomacy by emphasizing the dimensions of public diplomacy according to Mark Leonard such news management, strategic communications, and relationship building. The method used in this thesis research is a descriptive qualitative method, using primary data sources through joint interviews with Japan National Tourism Organization (JNTO) Jakarta, as well as secondary data to support the arguments in this research. The Japanese government together with the Japan National Tourism Organization (JNTO) Jakarta is making news management efforts through the use of social media Instagram, Facebook and YouTube, use of official sites, as well as providing Muslim tourist guide sites. On dimensions of strategic communication, the Japanese government via Japan National Tourism Organization (JNTO) Jakarta carries out a series of projects such as organizing Japan Travel Fair and various seminars. Next, on to the dimension of relationship building, the Japanese government via Japan National Tourism Organization (JNTO) Jakarta by carrying out routine projects every year such as with Indonesian tourism agents and short-term stay visa exemptions. In this case, a series of efforts were made to attract the attention of the Indonesian people to Japan, especially to its halal tourism industry.

Keywords: *Public Diplomacy, Halal Tourism, JNTO, news management, strategic communication, relationship building.*