

DAMPAK DIPLOMASI BUDAYA JEPANG TERHADAP HIBRIDISASI BUDAYA INDONESIA DI KALANGAN GENERASI MUDA USIA 16-20 TAHUN

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Abstrak

Penelitian ini menganalisis dampak diplomasi budaya Jepang terhadap hibridisasi budaya di Indonesia, khususnya di kalangan generasi muda usia 16-20 tahun. Melalui pendekatan kualitatif-deskriptif, penelitian ini mengeksplorasi peran anime dan manga sebagai alat diplomasi budaya Jepang yang memengaruhi gaya hidup, pandangan budaya, serta identitas generasi muda. Data diperoleh melalui wawancara dengan narasumber terkait dan analisis literatur. Hasil penelitian menunjukkan bahwa anime dan manga telah berkontribusi pada popularitas budaya Jepang di Indonesia, menciptakan perubahan preferensi budaya di kalangan generasi muda, serta memengaruhi kesadaran terhadap pelestarian budaya lokal. Penelitian ini juga mengungkap tantangan bagi pemerintah Indonesia dalam mempromosikan budaya lokal sebagai respons terhadap penetrasi budaya asing. Temuan ini memberikan wawasan tentang pentingnya strategi kebijakan budaya untuk menjaga identitas nasional di tengah globalisasi.

Kata Kunci: diplomasi budaya, anime, manga, hibridisasi budaya, generasi muda, budaya lokal

**THE IMPACT OF JAPANESE CULTURAL DIPLOMACY ON INDONESIAN
CULTURAL HYBRIDIZATION AMONG THE YOUNG GENERATION
AGED 16-20 YEARS**

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Abstract

This research analyzes the impact of Japanese cultural diplomacy on cultural hybridization in Indonesia, particularly among the younger generation aged 16-20 years. Through a qualitative-descriptive approach, this research explores the role of anime and manga as tools of Japanese cultural diplomacy that influence the lifestyles, cultural views and identities of the younger generation. Data was obtained through interviews with relevant resource persons and literature analysis. The results show that anime and manga have contributed to the popularity of Japanese culture in Indonesia, created changes in cultural preferences among the younger generation, and influenced awareness towards the preservation of local culture. The research also reveals challenges for the Indonesian government in promoting local culture in response to foreign cultural penetration. The findings provide insights into the importance of cultural policy strategies to maintain national identity amid globalization.

Keywords: cultural diplomacy, anime, manga, cultural hybridization, young generation, local culture