

DIPLOMASI PUBLIK JEPANG UNTUK MEMPERTAHANKAN CITRA POSITIF DI INDONESIA MELALUI *CULTURAL EXCHANGE* PERIODE 2011-2015

Anisa Dwipuspa

Abstrak

Penelitian ini menganalisis mengenai usaha Jepang untuk mempertahankan citra positifnya di Indonesia melalui *cultural exchange* periode 2011-2015. Timbulnya persepsi negatif mulai muncul akibat kebocoran nuklir akibat bencana gempa Jepang, kebijakan agresif Abe serta peningkatan hubungan Cina-Indonesia membuat Jepang perlu untuk meningkatkan diplomasi publiknya salah satu adalah melalui *cultural exchange*. Teori yang digunakan dalam penelitian ini adalah teori diplomasi publik serta kepentingan nasional. Metode yang digunakan dalam penelitian ini adalah kualitatif deskriptif. Hasil analisis penulis dalam penelitian ini adalah citra positif bagi Jepang sangat penting untuk mendorong masuknya wisatawan serta mempertahankan hubungan yang baik dengan negara Indonesia. Kegiatan *cultural exchange* dilakukan melalui kedutaan besar, The Japan Foundation serta swasta Jepang yang didukung oleh pemerintah. Dengan *cultural exchange* berhasil mempertahankan image positif Jepang di Indonesia serta mempererat hubungan antara Indonesia dan Jepang. Namun meskipun begitu masih terdapat tantangan serta hambatan bagi Jepang dalam diplomasi publik seperti perbedaan budaya, stagnansi ekonomi, program yang kurang efektif, serta manajemen komunikasi yang masih kurang baik.

Kata kunci: Citra positif Jepang, *Cultural Exchange*, The Japan Foundation, Budaya Populer Jepang

JAPAN PUBLIC DIPLOMACY FOR MAINTAIN POSITIVE IMAGE IN INDONESIA THROUGH CULTURAL EXCHANGE PERIOD 2011-2015

Anisa Dwipuspa

Abstract

This research purpose is for analyze the Japanese effort to maintain positive image in Indonesia through cultural exchange in 2011-2015 after negative perception of Japan began to emerge as a result of nuclear leaks that occurred after Japan earthquake, Abe agreesif policy and the improvement of China-Indonesia relations, Japan needs to improve its image through public diplomacy with cultural exchange program. The theory used in this research is theory of public diplomacy and theory of national interests. The method used in this research is qualitative descriptive. The results of the analysis in this study is positive image of Japan is very important to promote Japan tourism as well as maintaining good relations with Indonesia. Cultural exchange activities conducted through embassies, the Japan Foundation and the Japanese private sector supported by the government. With cultural exchange Japan managed to maintain their country positive image in Indonesia as well as strengthen the relationship between Indonesia and Japan. But even then there are still challenges and barriers for Japan public diplomacy such as cultural differences, economic stagnation, less effective programs, as well as the lack of Japan information management

Keywords: Japan Positif Image, Cultural Exchange, the Japan Foundation, Japanese Popular Culture