

DAFTAR ISI

SKRIPSI	Error! Bookmark not defined.
ABSTRAK	Error! Bookmark not defined.
ABSTRACT	Error! Bookmark not defined.
DAFTAR ISI	iv
DAFTAR GAMBAR	vii
DAFTAR TABEL	viii
DAFTAR LAMPIRAN	viii
BAB I	Error! Bookmark not defined.
PENDAHULUAN	Error! Bookmark not defined.
1.1 Latar belakang	<i>Error! Bookmark not defined.</i>
1.2 Pertanyaan Penelitian	<i>Error! Bookmark not defined.</i>
1.3 Tujuan Penelitian	<i>Error! Bookmark not defined.</i>
1.4 Manfaat Penelitian	<i>Error! Bookmark not defined.</i>
1.5 Sistematika Penulisan.....	<i>Error! Bookmark not defined.</i>
BAB II	Error! Bookmark not defined.
KERANGKA PEMIKIRAN	Error! Bookmark not defined.
2.1 Tinjauan Pustaka.....	<i>Error! Bookmark not defined.</i>
2.1.1 Country Brand sebagai Identitas Nasional	Error! Bookmark not defined.
2.1.2 Nation Branding Jepang	Error! Bookmark not defined.
2.2 Kerangka Teori	<i>Error! Bookmark not defined.</i>
2.2.1 Teori Konstrutivisme	Error! Bookmark not defined.
2.2.2 Konsep Soft Power	Error! Bookmark not defined.
2.2.3 Konsep Nation Branding	Error! Bookmark not defined.
BAB III	Error! Bookmark not defined.

METODE PENELITIAN	Error! Bookmark not defined.
3.1 Pendekatan Penelitian.....	Error! Bookmark not defined.
3.2 Metode Penelitian.....	Error! Bookmark not defined.
3.3 Teknik Pengumpulan Data.....	Error! Bookmark not defined.
3.4 Teknik Analisis Data.....	Error! Bookmark not defined.
BAB IV	Error! Bookmark not defined.
PEMBAHASAN.....	Error! Bookmark not defined.
4.1 Sektor Pariwisata sebagai Tujuan Utama Nation Branding Jepang ...	Error! Bookmark not defined.
4.1.1 Sejarah Nation Branding Jepang lewat Kebijakan Cool Japan...	Error! Bookmark not defined.
4.1.2 Kebijakan Cool Japan Untuk Meningkatkan Sektor Pariwisata ...	Error! Bookmark not defined.
4.2 Strategi Nation Branding Jepang dalam kebijakan “Cool Japan” untuk Menciptakan Citra Sebagai Destinasi Pariwisata	Error! Bookmark not defined.
4.2.1 Nation Branding Advertising	Error! Bookmark not defined.
4.2.2 Public Relations	Error! Bookmark not defined.
4.2.3 Online Branding.....	Error! Bookmark not defined.
4.2.4 Costumers Relationship Management...	Error! Bookmark not defined.
4.2.5 Nation Brand Ambassadors	Error! Bookmark not defined.
4.2.6 Internal Brand Management	Error! Bookmark not defined.
4.2.7 Diaspora Mobilization	Error! Bookmark not defined.
4.2.8 Nations Days.....	Error! Bookmark not defined.
4.2.9 The Naming of Nation Branding.....	Error! Bookmark not defined.
4.2.10 Performance Measurement.....	Error! Bookmark not defined.
4.2.11 Institution Involved in Nation Branding.....	Error! Bookmark not defined.
BAB V.....	Error! Bookmark not defined.
PENUTUP	Error! Bookmark not defined.
5.1 Kesimpulan.....	Error! Bookmark not defined.
5.2 Saran.....	Error! Bookmark not defined.
LAMPIRAN A	Error! Bookmark not defined.

LAMPIRAN B.....Error! Bookmark not defined.

LAMPIRAN CError! Bookmark not defined.

DAFTAR GAMBAR

Gambar 4.2.1.1 *NHK World TV*

Gambar 4.2.1.2 All Nippon Airways dengan Desain Pesawat Berlatar Anime

Gambar 4.2.2.1 Japan National Tourism Organization

Gambar 4.2.3.1 Halaman Resmi *Cool Japan Strategy*

Gambar 4.2.3.2 Halaman *Facebook “Visit Japan International”*

Gambar 4.2.3.3 Halaman Twitter milik @Visit_Japan

Gambar 4.2.3.4 Halaman Youtube milik “Visit Japan”

Gambar 4.2.3.5 Aplikasi Smartphone Japan Official Travel App pada IOS

Gambar 4.2.4.1 Daftar Kontak Milik *Japan National Tourism Organization*

Gambar 4.2.4.2 Doraemon menjadi Maskot Poster JR WEST

Gambar 4.2.5.1 Godzilla menjadi Brand Ambassador

Gambar 4.2.6.1 Japan Tourism Agency

Gambar 4.2.8.1 Halaman Website JNTO Japanese Festival & Events

Gambar 4.2.9.1 Logo “Cool Japan”

Gambar 4.2.10.1 Laporan Tahunan Japan Tourism Statistics 2010-2019

Gambar 4.2.10.2 2014-2019 Top 75 Country Brands by Futurebrand

Gambar 4.2.11.1 Logo Japan National Tourism Organizations

DAFTAR TABEL

Gambar 1.1 Tabel Statistik *Foreign Visitors* Jepang 2010 -2019



DAFTAR LAMPIRAN

LAMPIRAN A

Transkrip Uji Similaritas A-1

LAMPIRAN B

Lembaran Monitoring Tugas Akhir B-1

LAMPIRAN C

Curriculum Vitae C-1

