

CHAPTER I

INTRODUCTION

1.1 Background

Humans are social creatures, and humans cannot live alone without the help of other humans. So does any country. A country cannot stand alone without help from other countries, either to meet the country's shortage or help the country develop even further. In addition to a new stage level of issues, where the governments focus on the global problems that threaten the international order, movement of assistance and cooperation of states are needed. Therefore, establishing collaboration and realizing the assistance movement starts with interaction and communication between states. In International Relations' scope, those interactions and communications between states are done through diplomacy.

Diplomacy has been practiced for a long time, resulting in development in the practice and various definitions through the expert lens. Some experts' theories of diplomacy have touched on the current situation. An argument comes from Diamond and MacDonald, who see diplomacy as a mechanism to establish and maintain the relationship between traditional and new actors in achieving national and international goals.¹ Alongside an understanding from Dunne that points out the globalized situation where the appearance of new actors through the mention of

¹ Diamond, L. and J. MacDonald (1996). *Multi-Track Diplomacy: A Systems Approach to Peace*. West Hartford, CT: Kumarian Press.

non-state actors become part of the constitution in the international order.² The non-state actors' arrival in the international arena proves the development of a new stage of modern diplomacy. The involvement becomes a challenge for the state in achieving goals and fighting against global issues. Therefore, practices of diplomacy also become varied. The first variety can be seen in the state's objectives for practicing diplomacy, which is why the state must take diplomatic action. It could be for promoting foreign policy, pursuing shared and global goals, developing relations between states, and even facilitating peaceful ties between actors.³

The result of modernization is not only in goals that move from national to international but also in the mechanism or the instruments of diplomacy. Diplomacy is concerned with managing relations between states and other actors in articulating, coordinating, and securing particular interests, correspondence, private talks, exchanges of views, lobbying, visits, threats, and other related activities.⁴ These activities are carried out through different instruments or ways, and those differences can be seen through generations. In the past, diplomacy activities and tools were through the traditional method, which is about a formal representation, protocol, and participation in the diplomatic circuit. Through time, the field of diplomacy and scope are becoming more comprehensive, where the world is not only about a state but the whole world state. Writing it shortly, the Cold War is the beginning of the changes and transformation in diplomacy, where the intrusion of ideology conflict-solving cases through diplomacy. Then the conversion starts from

² Dan Hart and Asaf Siniver, "The Meaning Of Diplomacy", *International Negotiation* 26, no. 2 (2020): 159-183, <https://doi.org/10.1163/15718069-BJA10003>.

³ Hart, and Siniver, "The Meaning Of Diplomacy", 159-183.

⁴ Ronald Peter Barston, *Modern Diplomacy*, 5th ed. New York: Routledge, 2019.

the small international elite in the old style to a new or democratic concept of diplomacy. In this new concept, the practices are becoming more open, requiring public explanation and more open diplomacy.⁵

To require the public explanation, new methods also appear alongside diplomacy development, and the practices and execution develop over time. It starts from a formal diplomatic style seen in the United States (US) practices, with special state representatives and envoys becoming the eyes and ears while the negotiations are going on. While in the current situation, the number of actors is increasing with every individual having a chance to participate. The usage of social media as a new communication platform between the presidency, citizens, and other foreign leaders in the form of arguments or critiques.⁶ This means leaders realize the requirement and the need for every individual to participate in diplomacy action. In addition, with the current situation as the modernization providence, for government to reach the people will be easier than before, even reaching out to every individual worldwide.

This diplomacy method of communication is part of public diplomacy. It is where government communicates with the people through media or other channels with foreign societies that aim to influence their thinking, views, attitudes, and governments.⁷ Through public diplomacy, public opinion, primarily the citizens,

⁵ Ronald Peter Barston, *Modern Diplomacy*.

⁶ Ronald Peter Barston, *Modern Diplomacy*.

⁷ Eytan Gilboa, "Searching For A Theory Of Public Diplomacy", *The Annals Of The American Academy Of Political And Social Science* 616 (2008): 55-77, <https://www.jstor.org/stable/25097994>.

could participate in establishing state relations while helping the government build better bilateral or multilateral relations with other states.

Some countries conduct public diplomacy, starting with a small goal of fixing the condition of the relations between two countries, primarily due to colonialism. The success story is seen in the United Kingdom's (UK) public diplomacy through its agency, the British Council. This organization was founded to create friendly knowledge and understanding between Englishman and other nations. The British Council seeks to leverage the UK's cultural assets to benefit the partner nations' young citizens, organizations, and governments as they open the opportunities to forge relationships and foster trust that could lead to a long-lasting impact on the state's security, economy, and influence.⁸ As a result, the UK has become one of the top countries for education destinations through public diplomacy as it opens and gives international students opportunities. These opportunities successfully attract international students to gain new knowledge and experience through education in the UK, including Indonesia. The UK has become a destination country for studying abroad among Indonesia's citizens, with about 3000 people recorded in the data from the United Nations Educational, Scientific, and Cultural Organization Institute of Statistics (UNESCO UIS).⁹

Another example comes from Japan. Similar to the British Council, Japan's public diplomacy is conducted through the Japan Foundation agency. Japan

⁸ "British Council On Evaluating Arts & Soft Power Programming", USC Center On Public Diplomacy, accessed 2 August 2022, <https://uscpublicdiplomacy.org/blog/british-council-evaluating-arts-soft-power-programming>.

⁹ "Global Flow Of Tertiary-Level Students | UNESCO UIS", Uis.Unesco.Org, accessed 17 August 2022, <http://uis.unesco.org/en/uis-student-flow>.

Foundation brings Japan's government mission to promote Japan throughout the international range and strengthen its relations with other states by rebranding its image. This agency is established by the Ministry of Foreign Affairs (MoFA) as a non-profit organization to promote global opportunities in fostering friendship relations, trust, and mutual understanding with culture, language, and communication to cultivate friendship and the bonds between Japan and the rest of the states,¹⁰ especially with Indonesia. Despite the long history between the two states, Indonesia was under Japan's colonialism after the Netherlands. Therefore, strengthening relations through rebranding its image after colonialism is needed to promote the new Japan that is different from the past. Another reason behind Japan's Public Diplomacy in Indonesia is the target of its public diplomacy. Indonesia is one of Japan's bilateral partners with high working-age populations, as the exchange within the relations is Indonesia sending numbers of workers and Japan providing the jobs.

Aside from technology starting to advance in the modern era, the population is also increasing, especially the Indonesia youth. According to *Badan Pusat Statistik Indonesia* (BPSI) data, it recorded an increase in the number of Indonesia youth from 2015 – 2019.^{11,12,13,14,15} It is after an up and down in the number of populations starting in 2011 at 61,95 million, increasing to 62,53 in 2012,

¹⁰ "About Us," Japan Foundation, accessed April 22, 2022, <https://www.jpf.go.jp/e/about/index.html>.

¹¹ *Statistik Pemuda Indonesia 2015* Jakarta-Indonesia: Badan Pusat Statistik, 2016.

¹² *Statistik Pemuda Indonesia 2016* Jakarta-Indonesia: Badan Pusat Statistik, 2017.

¹³ *Statistik Pemuda Indonesia 2017* Jakarta-Indonesia: Badan Pusat Statistik, 2018.

¹⁴ *Statistik Pemuda Indonesia 2018* Jakarta-Indonesia: Badan Pusat Statistik, 2018.

¹⁵ *Statistik Pemuda Indonesia 2019* Jakarta-Indonesia: Badan Pusat Statistik, 2019.

decreasing in 2013 to about 75 thousand people, and stopping at the number 61,83 million in 2014 and 2015. After the number stopped at 61,83 million, the number started to increase in 2016 and kept increasing through 2019 to 64,19 million Indonesian youth; despite the decreasing percentage.^{16,17,18,19,20,21,22}

According to the Census data, the number of the youth population is also part of the reason that attracts Japan to conduct public diplomacy in Indonesia. Especially throughout 2015 – 2019, Japan was under the leadership of the late Prime Minister Shinzo Abe, who strongly supported the Japanese movement through the Japan Foundation to attract the Indonesian youth. He stated his belief that the youth in Indonesia could have a better account in Japan through public diplomacy. With goals to keep the long bilateral relations between Indonesia and Japan will be retained and strengthened in the future. Through cultural exchange activities and education about Japan, the youth society in Indonesia will become a bridge and support in Japan-Indonesia bilateral relations.²³ While in the future, they are the next generations to keep nourishing the good relations between the two states. Therefore, the youth in Indonesia has become the best target for Japan to conduct public diplomacy.

¹⁶ *Statistik Pemuda Indonesia 2011* Jakarta-Indonesia: Badan Pusat Statistik, 2012.

¹⁷ *Statistik Pemuda Indonesia 2012* Jakarta-Indonesia: Badan Pusat Statistik, 2013.

¹⁸ *Statistik Pemuda Indonesia 2013* Jakarta-Indonesia: Badan Pusat Statistik, 2014.

¹⁹ *Statistik Pemuda Indonesia 2014* Jakarta-Indonesia: Badan Pusat Statistik, 2015.

²⁰ *Statistik Pemuda Indonesia 2015* Jakarta-Indonesia: Badan Pusat Statistik, 2016.

²¹ *Statistik Pemuda Indonesia 2016* Jakarta-Indonesia: Badan Pusat Statistik, 2017.

²² *Statistik Pemuda Indonesia 2019* Jakarta-Indonesia: Badan Pusat Statistik, 2019.

²³ The Post, "Japan-Indonesia Relations: Past, Present, And Future," The Jakarta Post, accessed 3 August 2022, <https://www.thejakartapost.com/academia/2020/10/16/japan-indonesia-relations-past-present-and-future.html>.

Having a better understanding of Japan, better relations will be established and maintained in the future, as late Japan's Prime Minister Shinzo Abe wished. The government will hand over this relation to their descendants in the future. These young generations will continue developing the nations and their relations with other countries through their knowledge and understanding of the international world and each state. Therefore, this research implies an analysis of Japan's Public Diplomacy Through the Japan Foundation in Indonesia (2015 – 2019).

1.2 Research Question

Recognizing the contribution of the Japan Foundation as Japan's public diplomacy agency, this research focuses on the importance of its role and work of diplomacy in other states. Following this, Japan aims to build relations with other nations and promote Japan through Public Diplomacy. Particularly to the young society with hope laid by Japan's late Prime Minister, Shinzo Abe, to have the young generations as the bridge between both states. The Japan Foundation brings this hope under the Ministry of Foreign Affairs with a mission to expand its relations and understanding of Japan through culture. Mainly in Indonesia, which was under Japanese Colonialism and has become one of the best partners to Japan for 60 years. Thus, following the background described, two research questions will be answered through this research:

1. How is Japan's public diplomacy implemented through Japan Foundation?
2. What is the impact of Japan's public diplomacy on the people, especially on the youth?

1.3 Research Objectives

Following the formulated research question, the research objectives are as follows:

1. To comprehend the way Japan implemented its public diplomacy in Indonesia through Japan Foundation in 2015 – 2019
2. To analyze the impact of Japan's public diplomacy on Indonesia youths

This research will result from a thorough identification and analysis of the Japan Foundation's contribution to Japan's public diplomacy in Indonesia as a government agency and the impact on the people within the scope mentioned.

1.4 Research Significance

Under the public diplomacy topics, this research is expected to highlight the importance of public diplomacy within international relations to the reader. To promote public diplomacy to build links and connections with citizens and foreigners. Emphasize the importance of the state's agency assistance and the young generations in public diplomacy. Hence, this research could help to underline the importance of public voices and young ages to a state. Also, giving inspiration or new ideas to international relations academics or governments is one of the strategies that Indonesia could consider in doing public diplomacy.

1.5 Structure of Thesis

This research comprises five chapters: introduction, theoretical framework, methodology, analysis, and conclusion. The first chapter is the Introduction. This chapter emphasizes introducing the background of the issues, involving actors, and research relevance in International Relations. This chapter presents this paper's research questions along with the objectives and significance of the research.

The second chapter is the theoretical framework. It emphasizes the theory used to frame this research; it consists of literature reviews, theory, and concepts. The literature review focuses on scholarly literature to help describe and analyze the research questions mentioned in chapter one. This part of chapter two is divided into three themes: youth and public diplomacy, Japan Foundation works in other nations, and Bilateral Relations between Japan – Indonesia. Other parts of this research are the theories and concepts. It focuses on explaining an International Relations theory and four concepts that are used as the basis for analyzing this research.

The third chapter is methodology. This chapter specifically focuses on the method used throughout this research. The used method explained consists of the research approach, method, data collection technique, and data analysis technique.

The fourth chapter is the analysis. It is the center and most critical part of this research. This analysis emphasizes answering the research question mentioned in chapter one. In this chapter, the preliminary findings are described and analyzed utilizing the theory and concepts mentioned in chapter two while also

systematically connecting the significant data discovery. Then the essential data are analyzed to answer the research question.

The last chapter, chapter five, is the conclusion. This chapter concludes this research with a recap of the whole analysis. Furthermore, it also includes recommendations for further study, especially on public diplomacy activities.

