

**IMPLEMENTATION OF JAPANESE CULTURAL DIPLOMACY THROUGH
THE JAKARTA - JAPAN MATSURI FESTIVAL 2009-2023
UNDERGRADUATE THESIS**



**UNIVERSITAS
ISLAM
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UNIVERSITAS ISLAM INDONESIA**

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Proposed to the Department of International Relations
Faculty of Psychology and Socio-Cultural Sciences
Universitas Islam Indonesia
As a partial fulfillment of the requirement to earn
Bachelor Degree in International Relations



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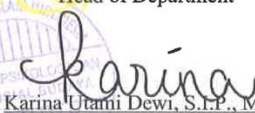
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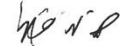

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No other materials are used other than those contained. I have read and understood the university's rules and procedures regarding plagiarism.

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Dhandy Azhar Fadilah

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ABSTRACT

This study examines the implementation of Japanese cultural diplomacy through the Jakarta-Japan Matsuri (JJM) festival from 2009 to 2023, focusing on the strategies used to introduce Japanese culture and strengthen bilateral relations with Indonesia. The research method used was qualitative descriptive, with an approach involving library research, interviews with the JJM committee, and analysis of secondary sources. The subject of the research is Japan as the implementer of cultural diplomacy, while the object is the implementation of the JJM festival as a means of cultural diplomacy. JJM functions not only as a place for cultural exchange, but also as a platform to introduce innovative Japanese culture while respecting traditions, and strengthening Japan's image in Indonesia. Through collaboration with the Japanese Embassy, private companies, and local communities, this festival strengthens people-to-people relations between the two countries. JJM has proven effective in achieving the goals of Japanese cultural diplomacy, namely expanding cultural influence, strengthening bilateral relations, and building deep cultural connections between Japan and Indonesia. An adaptive and inclusive approach has made JJM a strategic instrument in sustainable international relations.

Keywords: Jakarta - Japan Matsuri, Japan, Culture, Cultural Diplomacy.

CHAPTER I

INTRODUCTION

1.1 Background

Japan is a country known for its rich cultural heritage, despite the modernization era. Its traditional culture is primarily found in Tokyo, Kyoto, Chubu, Kansai, Chugoku, Kyushu, Okinawa, and Hokkaido prefectures, which are the center of Japan's territory. These areas showcase a wide variety of traditional culture, anime, manga, Harajuku style, kimono, and yukata. Japan has great potential in terms of culture, and the Japanese government can use this to establish diplomatic relations with other countries (Gicerly 2018). Before Japan used its culture as means of diplomacy, it only used its economic foreign policy for diplomacy purposes, with a focus on economic issues post-World War 2. In 2002, the term *Cool Japan* was put forward by Douglas McGray. According to McGray, Japan has enormous potential in terms of culture as the popularity of Japanese culture quite clearly makes it a superpower country in the field of culture. Japan began to focus its cultural diplomacy around the world after the Japanese government made a policy regarding the use of popular culture as an instrument of public diplomacy through the Diplomatic Bluebook issued by the Ministry of Foreign Affairs of Japan (MOFA) in 2004 (Matahari 2014).

Cool Japan, according to METI (Ministry of Economy, Trade, and Industry) Japan, is a policy that contains strategies in Japanese diplomacy through popular culture and creative industries, for example, anime, manga, culinary arts, film, music, art performances, and so on. Thus, both the government of Japan and the

private sector are involved in the Cool Japan policy. Through the Cool Japan policy, the Japanese government has the desire to show the whole world about their diverse culture, which is not only traditional but also modern. Through this culture, Japan is trying to display the country as having a diverse, peaceful culture as well as being democratic (Gicerly 2018).

In 1958, Indonesia and Japan has made a diplomatic relations and cooperate in all areas such as the economy, development and human resources, security, and culture. The Indonesia-Japan Economic Partnership Agreement (IJEPA) was signed in 2007 and came into force in 2008. Indonesia and Japan collaborate in the human resource development and development sector through Japan's Official Development Assistant (ODA) Program. ODA assistance has been in Indonesia since 1954, focusing on training in transportation, agriculture, and health industries. It also provides development assistance to Indonesia. Japan has been instrumental in helping Indonesia recover from monetary crises like the 1997 Asian monetary crisis and the 2004 Aceh tsunami disaster. The ODA Program has been instrumental in Indonesia's recovery efforts (Official Development Assistance, n.d.). In the field of security, cooperation between Indonesia and Japan in the field of maritime security has taken the form of a forum called the Indonesia-Japan Maritime Forum. This was initiated in 2016, and aims to strengthen the cooperation of the Indonesian Maritime Security Agency (BAKAMLA) and the Japan Coast Guard (JAC). Lastly, in the cultural field, there is Jakarta – Japan Matsuri (Jak-Japan Matsuri) or Jakarta – Japan Festival which was first held in 2009.

Jakarta - Japan Matsuri is an annual cultural event in Jakarta, Indonesia, firstly held in 2009 to strengthen ties and develop friendly relations between the

two countries (Jak - Japan Matsuri 2023). The event, initiated by the Japanese Embassy and supported by companies like Toyota, Honda, and Uni-Charm Indonesia, features activities such as cosplay, traditional Japanese dance performances, Shamisen musical instruments, Sumo and Karate martial arts performances, and Japanese culinary specialties like Takoyaki. The event has been running for 13 years and has attracted support from Japanese artists living in Indonesia (Gicerly 2018).

In 2018, Japan and Indonesia celebrated their 60th anniversary with the Jakarta - Japan Matsuri, a festival held from September 8-9. The theme was "Indonesia & Japan Always Together." The festival featured performances from Japanese girl bands and music groups like AKB48 and Sukima Switch, marking the first time a music festival was part of the Jakarta - Japan Matsuri festival series. (CNN INDONESIA 2018). Given that the Jakarta - Japan Matsuri event has been running for 13 years and is supported by many parties including companies from Japan and the Indonesian government as well as Japanese artists living in Indonesia, the author is interested in investigating how the Japanese government carried out cultural diplomacy through Jakarta - Japan Matsuri from 2009 to 2023 and the researcher uses this topic to discuss because Jakarta-Japan Matsuri is an event between the Japanese government and the DKI Jakarta Provincial Government, and Jakarta-Japan Matsuri is the most visited. In certain years, there are musicians from Japan who also perform at Jakarta - Japan Matsuri.

1.2 Research Question

How did Japan implement cultural diplomacy through Jakarta-Japan Matsuri festival from 2009 to 2023?

1.3 Research Objectives

The writer expects that this research can explain how Japan implemented cultural diplomacy through Jakarta - Japan Matsuri.

1.4 Research Scope

This research focuses on cultural diplomacy through Japanese culture, both traditional and modern. It examines the introduction of Japanese culture through a cultural festival in Indonesia, highlighting the importance of cultural indicators in diplomacy between two countries through culture. The research focuses on cultural diplomacy and its impact on the Jakarta-Japan Matsuri, a cultural exchange event that began in 2009. The study was extended to 2023 to identify differences in each year and the subsequent collaborations and exchanges that resulted from the event, aiming to identify the differences and the overall impact of the event. The researcher uses this topic to discuss because Jakarta-Japan Matsuri is an event between the Japanese government and the DKI Jakarta Provincial Government, and Jakarta-Japan Matsuri is the most visited. In certain years there are musicians from Japan who also perform at Jakarta - Japan Matsuri.

1.5 Literature Review

After searching the existing literature, this study found several studies related to this research which formed the foundation of the research review.

Research conducted by Zidny Ilmayah Cinta Nurfardzan entitled *Japanese Culture as an Instrument of Public Diplomacy* was published in October 2022. This journal discusses diplomacy as a form of advancing a national interest through peaceful means. Japan is one of the countries that has succeeded in using public diplomacy to advance its foreign policy. Japan officially uses popular culture, also known as pop-culture diplomacy, as a means of diplomacy. For Japan, popular culture is used as one of the important foreign policies. Popular culture functions as a means of creating international support, especially among the public and young people. Because after all, young people are an important generation that will continue the country later. This popular culture success can be felt through the high interest in participation in every program provided by Japan to the international community (Nurfardzan 2022).

A journal written by Okky Gilang Matahari entitled *Analisis Implementasi Strategi Diplomasi Budaya Populer Jepang di Indonesia tahun 2008-2013*. This journal discusses the 2008 global financial crisis that forced Japan to take immediate action. The weakening economic power made it difficult for Japan to carry out economic diplomacy. To overcome the crisis, the Japanese government applied a popular culture diplomacy strategy to Indonesia, aiming to build Japan's image as a country with high popular culture. Japan promoted its popular culture through events like Jak-Japan Matsuri and Little Tokyo Ennichisai, as well as music concerts by Japanese artists. (Matahari 2014).

In addition, a journal written by Putri Amalia Saraswati entitled *The Jak-Japan Matsuri Program in Japan's Soft Power Diplomacy Practice with Indonesia* was published in October 2021. The journal discusses cultural diplomacy, which involves the state fighting for its national interests through various dimensions such as education, science, sports, and arts. Japan, a developed country with unique cultural aspects, is known for its cultural diplomacy. One such activity is the Jak-Japan Matsuri festival, which was first held in Jakarta in 2008 to commemorate the 50th anniversary of diplomatic relations between Indonesia and Japan. The program aims to introduce Japanese culture to Indonesians and hopes to become a regular activity in the future. The Jak-Japan Matsuri program is based on the Japanese government's national interests, including economic, political, and industrial sectors. (Amalia Saraswati 2021).

Based on the journals used by the author as the basis for the review in this study, diplomacy is a form of advancing a national interest through peaceful means. Japan is one of the countries that has succeeded in using public diplomacy to advance its foreign policy. Japan officially uses popular culture as a means of diplomacy. One of the activities used in this soft power diplomacy is the holding of Jak-Japan Matsuri in Indonesia. This festival was held in 2008 in Jakarta which is a momentum that commemorates the 50th anniversary of diplomatic relations between Indonesia and Japan. The Jak-Japan Matsuri program aims to introduce Japanese culture to Indonesian people. It is hoped that this will develop into a regular activity every year, and one day it will be disseminated to other regions in Indonesia. For Japan, Indonesia is a country that can fulfill national interests. Popular culture functions as a means of creating international support, especially

among the public and young people. Because after all, young people are an important generation that will continuity of the country later. This success can be felt through the high interest in participation in every program provided by Japan to the international community.

1.6 Research Framework

Japan implements cultural diplomacy through the annual Jakarta-Japan Matsuri (Jak-Japan Matsuri/JJM) Cultural Festival. To interpret how the Japanese government implements the concept of cultural diplomacy, the author plans to identify the main problems in the idea of cultural diplomacy, but before explaining what cultural diplomacy is, the authors will first take a look at diplomacy and culture.

In the book of Cultural Diplomacy written by professors Tulus Warsito and Wahyuni Kartikasari, it defines diplomacy as the efforts of nation-states to seek the interests of the international community. Culture is often understood as the result of human cultivation of the environment, encompassing ideas, activities, and objects. In a macro sense, culture encompasses all the results and efforts of human cultivation towards the environment. Some interpret culture as a whole system of ideas, actions, and human works within society, which belongs to humans through learning. Cultural diplomacy is the only type of diplomacy humans have, as all types of diplomacy, including economic and military, are a result of culture. It involves a country fighting for its national interests through cultural dimensions, sports, and arts, or at a macro level, through features like propaganda.

In general, cultural diplomacy can also be carried out by all government and non-government community actors toward the destination country. Cultural diplomacy has several concepts including peace, crisis, conflict, and war. Hard power is not needed here, instead the idea of soft power or bringing countries closer to destination countries through more subtle actions through cultural exchange or diplomatic cooperation for the national interest is key.

Table 1 *The Concept of Cultural Diplomacy and the Relationship between Situations, Forms, Objectives, and Means of Cultural Diplomacy.*

SITUATION	FORMS	AIMS	TOOLS
PEACE	-Exhibitions -Competitions -Expert Exchanges -Negotiations -Conferences	-Confession -Hegemony -Friendship -Adjustment	-Tourism -Sport -Education -Trading -Art
CRISIS	-Propaganda -Mission Exchanges -Negotiations	-Persuasion -Adjustment -Confession -Threat	-Political -Mass media -Diplomatic -High-Level Missions -Public Opinion
CONFLICT	-Terror	-Threat	-Public Opinion

	-Penetration -Expert Exchanges -Boycotts -Negotiations	-Subversion -Persuasion -Confession	-Trading -ParaMilitary -Official Forums -Third party
WAR	-Competitions -Terror -Penetration -Propaganda -Embargos -Boycotts -Blockades	-Domination -Hegemony -Threat -Subversion -Confession -Conquest	-Military -Paramilitary -Smuggling -Public Opinion -Trading -Supply Consumptive Goods (including weapons)

Source : *Diplomasi Kebudayaan book (Warsito and Kartikasari 2007)*

Considering the four forms of situations above, it can be concluded that the form of cultural diplomacy carried out by Japan to Indonesia is in the form of a peaceful situation. In a Peaceful situation because it is in the form of a cultural festival. there are 5 categories, namely:

- Exhibition, which is the presentation of culture in the form of exhibitions presented by art, technology, science, social values and ideology of one nation to another.
- Competition, which takes the form of competition or competitive competition in a positive sense.

- Negotiation, which is part of communication to achieve the interests of each country.
- Expert/research exchanges, which can be in the form of student exchanges from one country to another as part of diplomatic cooperation between the countries concerned.
- Interest conferences, which can be meetings or consultations to exchange views to solve everyday problems (Warsito and Kartikasari 2007).

Diplomacy is a national-state's international effort to achieve and defend its interests through communication, negotiation, and conflict resolution strategies. It involves two main approaches: hard power, which uses military force or economic pressure, and soft power, which relies on culture, values, and attractive policies to achieve goals (Setiawan 2016).

Culture, a result of human interaction with the environment, includes art, technology, social values, and ideologies that form a society's identity. It can reflect a system of ideas, actions, and works passed down from generation to generation. When applied in relations between countries, culture introduces a nation's uniqueness to other countries, creating mutual understanding among global communities (Warsito and Kartikasari 2007).

Cultural diplomacy is a non-confrontational approach to international relations that uses culture as a tool to achieve a country's national goals. It is part of soft diplomacy, emphasizing the non-confrontational side of international relations.

Examples of cultural diplomacy include art exchanges, international education programs, and cultural events. (Warsito and Kartikasari 2007)

Exhibition is the one form of cultural diplomacy in peaceful situations. These exhibitions usually showcase the arts, technology, science, social values, and ideology of a nation. Jak -Japan Matsuri , for example, is a means for Japan to introduce their culture through a festival held in Indonesia. Elements such as traditional Japanese art, modern technology, and typical Japanese cuisine are parts that attract visitors and bring the two countries closer together (Warsito and Kartikasari 2007).

Friendship is the one of the forms of cultural diplomacy . This indicator is used to identify the event, which is this is an event held by 2 countries in collaboration between Japan and Indonesia, and it is hoped that from this event the relationship between the two can be maintained.

Tourism is the concept to know about the total of visitors who come to see art performances.

Art is the performance who presented at the Jakarta-Japan Matsuri, contains elements of Japanese traditional and modern art, which include traditional, modern dance, and cosplay.

In the Aims indicator, Hegemony cannot be used because it manipulates the culture of society and makes it a common cultural norm, which can potentially become a region's culture (Anggraeni and Wijaya 2019). Instead of using hegemony, friendship is more appropriate because in this study, the most possible diplomatic objective of the Jakarta-Japan Matsuri is friendship because the main

objective of holding the Jakarta-Japan Matsuri is to strengthen relations between countries and spread culture between Japan and local Indonesian culture.

Based on the form of cultural diplomacy described above, it can be concluded that the Jak-Japan Matsuri takes a peaceful form in the form of an exhibition that aims to bring Japanese culture to Indonesia. It aims to spread culture through the Jak-Japan Matsuri festival, which has many visitors during the festival. Friendship is also one of the goals of the JJM cultural festival, and also providing a space to show art.

1.7 Provisional Argument

In this study, the researcher analyzed the implementation of Japanese cultural diplomacy through the Jakarta - Japan Matsuri event, which is the result of cooperation between the Government of Japan and Indonesia and also Japanese companies and artists in Indonesia. Armed with the theory of cultural diplomacy from Prof. Tulus book, the author analyzed how Japanese cultural diplomacy is implemented in Indonesia through the Jakarta - Japan Matsuri event, explained through the theory's 3 points and 4 main indicators of cultural diplomacy in a peaceful situation, namely: Forms (exhibition), Aims (Friendship), and Tools (Tourism and Art).

Table 2. Situation, Forms, Aims, and Tools of Provisional Argument

SITUATION	FORMS	AIMS	TOOLS
-Peace	-Exhibition	-Friendship	-Tourism -Art

From the several indicators of cultural diplomacy (**Table 1.2**), be it forms, goals, and means, four indicators can be elaborated with the Jakarta - Japan Matsuri, namely:

- I. Exhibition: this event is a form of cultural festival conducted by the Japanese government in Jakarta which includes traditional and modern culture and performances, and also includes traditional Japanese food that can be found in Jakarta - Japan Matsuri.
- II. Friendship: this event is an event held by 2 countries in collaboration between Japan and Indonesia, and it is hoped that from this event the relationship between the two can be maintained.
- III. Tourism: in this event, many visitors come to see art performances.
- IV. Art: this cultural festival, contains elements of Japanese traditional and modern art, which include traditional, modern dance, and cosplay.

Another indicator of the Aims like hegemony is can't be used due to the concept. Hegemony cannot be used because it manipulates the culture of society and makes it a common cultural norm, which has the potential to become the culture of a region (Anggraeni and Wijaya 2019).

1.8 Research Method

1.8.1 Type of Research

This research will use Qualitative research as the type of research. According to Sugiyono (2016), qualitative research methods are the methods that

are used to examine natural object situations where the researcher is the key instrument. The purpose of qualitative research is to understand the conditions of an event or context by leading to a detailed and in-depth explanation of the description of conditions in a natural event, about what really happened according to the results of the study field survey.

1.8.2 Subject and Object of the Research

The subject of this research is Japan as the state and Japan's cultural diplomacy through Jakarta-Japan Matsuri is the object of the research.

1.8.3 Method of Data Collection

The data collection method used by the author was library research, which is data collection by examining literature from the internet in the form of books, journals, and articles from the web.

1.8.4 Process of the Research

In the research process, data was obtained from online journals, and books, sourced from several websites such as Researchgate.com and the website of the event (jakjapanmatsuri.id), as well as other websites that display research journals and articles that focus on Jakarta – Japan Matsuri.

1.9 Thesis Outline

Chapter 1: Introduction

This chapter discuss the background, research question, research objectives, research purpose, research scope, literature review, research framework, provisional argument, research method, and thesis outline.

Chapter 2: A Brief Description of Japan Cultural Diplomacy

In chapter 2, the author explains culture as the means of Japanese Diplomacy, and Japan-Indonesia diplomatic relations.

Chapter 3: Implementation of Japan's Cultural Diplomacy through JJM

In chapter 3, the author discusses how Japan implements its cultural diplomacy at the Jakarta Japan Matsuri event and applies the 3 points contained in the theoretical framework discussed earlier, namely: Forms (Exhibition), Aims (Friendship), and Tools (Tourism and Art),

Chapter 4: Conclusion

In this chapter, conclusions and recommendations from the research carried out in this thesis are discussed.

CHAPTER II

A BRIEF DESCRIPTION OF JAPANESE CULTURAL DIPLOMACY

2.1 Japanese Cultural Diplomacy

Japanese culture is a valuable history for Japanese citizens and has been used as a tool of diplomacy to spread its values. American journalist Douglas McGray, in 2002, emphasized the importance of Japan's rich culture as a potential

instrument for making the country a cultural superpower. This concept, known as Japan's Gross National Cool, aims to spread Japan's positive image globally. The Japanese government, in response to McGray's opinion, implemented a policy on culture, Cool Japan, focusing on the increasing popularity of Japanese pop culture. The Japanese government made Cool Japan policy to encourage pop culture as a new diplomatic tool to achieve its interests. The concept of Cool Japan reflects the country's commitment to preserving its cultural heritage and promoting global understanding (Matahari 2014)

Japan colonized East Asia and Southeast Asia from 1895 to 1945, causing inhumane treatment of its colonies (Myers and Peattie 2020). To improve Japan's image, the government has implemented cultural diplomacy, including the establishment of the Japan Foundation in 1979 to promote cultural exchanges with other countries. In 2004, Japan introduced Cool Japan, a policy focusing on pop culture through creative industries like anime, films, and manga, to spread Japanese pop culture. This policy aims to improve Japan's image and promote cultural exchanges between Japan and other countries (Elhafidz, n.d.)

Before the Japanese government implemented the Cool Japan policy, Japanese pop culture, including anime, manga, and films, was already well-known. One of the most famous Japanese drama films in the 80s was Oshin, a 1983 film about a 7-year-old girl named Oshin who works as a maid and babysitter. Despite her young age, Oshin faces numerous challenges and is expelled from her job due to accusations of stealing money (Valentya, n.d.). Manga also gained international fame in the 1980s. In the 90s, anime gained global popularity with Doraemon, an animated film by Fujiko F. Fujio that has been aired since 1973 on Japanese

television. This anime, with a blue raccoon theme and a magic pocket, experienced its peak of popularity throughout the 90s. Besides Doraemon, another anime that was famous in the 90s was Dragon Ball. Dragon Ball is an anime film by the famous Japanese artist Akira Toriyama. The film, which was released in 1986, became one of the most popular anime in the 90s (Anggara 2022)

2.2 The Actors of Japanese Cultural Diplomacy in Indonesia

Since 1958, diplomatic relations between Indonesia and Japan have been maintained through various means, including trade and cultural diplomacy. In 1979, Japan established The Japan Foundation to promote cultural exchange activities and maintain a positive image of Japan in Indonesia, a country colonized by Japan. Local Indonesian companies, such as Elex Media Komputindo, play a significant role in spreading Japanese culture in Indonesia through manga and anime. Elex Media, founded by Jacob Oetama, released the first manga, Candy Candy, in the 1990s. Other popular manga, such as Doraemon, Kungfu Boy, and Dragon Ball, followed in the 1990s (Reynaldi 2020)

Anime also began to enter Indonesia in the 1990s, with Doraemon being the first anime to appear on television in 1990. In 1995, other television stations followed suit, broadcasting anime on Indosiar on Sundays. In the 2000s, many anime, such as Samurai X, Detective Conan, Pokemon, and Bleach, began to appear in Indonesia. Overall, the Japanese Foundation and local companies play significant roles in promoting Japanese culture and fostering cultural exchange between Indonesia and Japan (CNN INDONESIA 2020).

The Japanese government has made efforts to introduce and spread Japanese culture in Indonesia through Jakarta - Japan Matsuri. In collaboration with the DKI Jakarta Provincial Government and a Japanese multinational company, this festival has been held once a year for the past 13 years. In addition to Jakarta – Japan Matsuri, Japan and Indonesia also created a cultural festival called Nihon no Matsuri. The initial purpose of this festival was to showcase traditional Japanese culture, such as Bon Odori, Omikoshi, and Taiko instruments, among others. What distinguishes it from Jakarta–Japan Matsuri is that Nihon no Matsuri only features culture from Japan, while JJM presents cultures from both countries (Kompas News 2009)

Japan uses cultural diplomacy as its diplomatic tool after successfully establishing diplomatic relations with Indonesia in 1958, and in 2003 Japan began to use its cultural diplomacy in its entirety. Cultural diplomacy is considered more effective in public diplomacy because cultural diplomacy can be carried out by State and Non-State Actors. With the aim of attracting the sympathy of the outside community and with the intention of introducing the country's culture, this diplomacy tends to be more effective for the community because it does not use violence like military diplomacy. Cultural diplomacy seems very effective for various groups because there are no limitations in carrying out cultural diplomacy because the government and all the wider community can play a role in it (Nuraini 2017)

CHAPTER III

Implementation of Japan's Cultural Diplomacy through the Jakarta - Japan Matsuri Festival

3.1 Japanese Cultural Diplomacy through Jakarta - Japan Matsuri

Jakarta - Japan Matsuri, a cultural festival in Jakarta, was established in 2009 to promote mutual understanding between Japanese and Indonesian citizens through collaboration with the government and private sector (Jak - Japan Matsuri 2023) . By 2023, it has been held 13 times, featuring cultural performances from each country, including traditional cuisine and culinary delights like takoyaki, sushi, and okonomiyaki. The festival was created in 2008 during Japan's monetary crisis, when the Japanese government sought to spread their traditional culture in Indonesia. The festival was established through an agreement between the Japanese Embassy and the Indonesian government, particularly the DKI Jakarta Provincial Government, with the aim of strengthening relations between Japan and Indonesia. (Matahari 2014) .

In 2009, Jakarta – Japan Matsuri was held at Taman Silang Monas to commemorate the 50th anniversary of Japan-Indonesia Relations and maintain friendly relations between Indonesia and Japan. The festival opened with an educational exhibition from 30 Japanese universities at the Jakarta Convention Center, aiming to foster more exchanges between Japanese and Indonesian students. The event also featured musical theatre performances, Japanese culinary booths, sushi battles, orchestra performances, and anime cosplay by community members. Over the eight-day event, 33,000 visitors visited the festival. The festival concluded with performances by Taiko, Mikoshi, Bon Odori, and Ennichi at Monas, and a speech from the Japanese ambassador and Governor of DKI Jakarta, Fauzi Bowo. The event was organized by the DKI Jakarta provincial government and the Japanese Embassy. (Kompas News 2009) .

In 2010, Jakarta – Japan Matsuri was held to strengthen friendship and cooperation between Japan and Indonesia, introducing Japanese culture to Indonesian citizens, particularly Jakarta. The event aimed to increase public knowledge and display Japanese culture. From September 26 to October 3, 2010, various activities were presented, including anime festivals, origami workshops, symposiums, Japanese education exhibitions, and Japanese culinary cooking demonstrations. Not only Japanese culture was displayed, but also Indonesian culture, such as Jaipong and ondel-ondel. The event attracted 39,000 visitors over 8 days. The event aimed to increase public knowledge and showcase Japanese culture to Jakarta residents (Kompas News 2010) .

Continuing in 2011, the Japanese government and DKI Jakarta held the Jakarta – Japan Matsuri again on 18 – 25 September 2011. The series of activities

at the Jakarta – Japan Matsuri 2011 included Japanese musical dramas, performances of traditional Japanese music such as the playing of taiko musical instruments, workshops on Japanese tea ceremonies, and the presence of numerous cosplay communities. The closing event of the Jakarta – Japan Matsuri 2011 was very lively, and the event was attended by more than 41,000 visitors during the 7 days it was held (Kompas News 2011) .

In 2012, the DKI Jakarta Provincial Government and the Japanese Embassy again held the Jakarta - Japan Matsuri on 23-30 September 2012. What makes it different from the past festivals was that it features a sushi challenge, ikebana, Japanese tea ceremony workshops, origami workshops, and Doraemon Show. The event spread across several shopping areas in Jakarta and concluded around Monas. At the closing, Bon Odori, Taiko musical instruments, mikoshi, and an Indonesian Idol Group, JKT48, performed. Over the eight-day event, 43,000 visitors attended, including performances of Taiko musical instruments, mikoshi, and a performance by Indonesian Idol Group JKT48. (Yuliastuti 2012) .

In 2013, Jakarta – Japan Matsuri took place from September 1-8, 2013, featuring an international police parade, Japan week from September 2-7, and a 2-country competition between Indonesian and Japanese teams. The event was held at Monas – Bundaran HI and featured performances of taiko, mikoshi, bon odori, and en-nichi, as well as various booths with a Japanese feel. The closing event was held on Sunday at Monas at 12:00 p.m., with JKT48, a sister group from the idol group AKB48, performing in the evening. The event was a unique and interesting experience for JJM in 2013. (Aziza 2013) .

Continuing in 2014, Jakarta – Japan Matsuri was held again in Senayan East Parking, showcasing Japanese culture through traditional Japanese food, omokoshi parade, and nightly Bon Odori. The event attracted an estimated 20,000 visitors, with the event showcasing the rich history and culture of Japan. The event showcased a variety of traditional Japanese dishes, including ramen, takoyaki, onigiri, curry rice, taiyaki, and dorayaki. (Nippon Club 2014) .

Jakarta – Japan Matsuri 2015 was held by the Japanese Embassy and DKI Jakarta, took place from 6-12 September 2015 at Atrium Plaza Senayan Jakarta. The theme was "Indonesia and Japan in Dream Team," reflecting the shared dreams of the two countries for the welfare of the people. The festival began with a Chindoya performance and the playing of the Japanese musical instrument koto by Japanese women. It showcased Japanese culture, as well as Indonesian culture such as Balinese dance and Selamat Datang dance. The closing day featured a mikoshi and bon odori parade, performances from artists from Indonesia and Japan, and a closing ceremony at Senayan East Parking. The event attracted 37,000 visitors over the 7-day event. (Margaretta 2015) .

Just like previous years, Jakarta – Japan Matsuri was held again in 2016 with the theme "Indonesia – Japan Always Together ”. This year the event was held at Gelora Bung Karno East Parking, Jakarta on September 3 & 4 2016. Mikoshi, taiko, Bon Odori processions, pop culture and various Japanese culinary stands were the main attraction of this festival, as were cosplay performances from the community. Performances from local musicians such as Tulus, Andien, Lesty, JKT48, and the DKI Jakarta Cultural Team made this festival even more attractive

to visitors. During the 2 days it was held, the number of visitors reached 30,000 people (Rakhmadi 2016) .

In 2017, Jakarta – Japan Matsuri was held in September on the 9th-10th at Wisma Aldiron Field, South Jakarta. This festival was the 8th time it had been held since 2009, and still had the aim of strengthening friendly relations and cooperation between these two countries. This festival also had cultural performances such as lenong betawi and Mikoshi, namely raising the shrine to be paraded in the field accompanied by the sound of drums called Taiko. Jak - Japan Matsuri also presented 108 culinary stands, consisting of both Indonesian and Japanese food and drinks. During the 2 days it was held, the total number of visitors was 30,000 people (Viranda 2017) .

In 2018, Jakarta – Japan Matsuri also contributed a form of commemoration for the 60th diplomatic anniversary of Indonesia-Japan. The event was held from 8 to 9 September 2018, with the difference from previous years being that there was a music festival. To make the event livelier, Jakarta – Japan Matsuri also invited musicians and idol groups from Japan, namely AKB48 and Sukima Switch. Not only musicians from Japan were invited but also Indonesian musicians such as RAN and Andien. During the 2 days it was held, the number of visitors reached 50,000 (CNN INDONESIA 2018) .

In 2019, to commemorate the 10th anniversary of Jakarta-Japan Matsuri, this festival was held again on 7-8 September 2019 at Plaza Tenggara Gelora Bung Karno, Jakarta. It was opened by the governor of DKI Jakarta Basuki Tjahaya Purnama. During the 2 days it was held, there were several activities provided, namely traditional Japanese music performances, traditional games such as daruma

otoshi, photoboosts and kimono rentals. The closing on the 8th was enlivened by JKT48 Academy Class A (Saputra 2019).

This festival has been held for more than a decade, but went on hiatus in 2020-2021 due to the pandemic. It was rescheduled for October 14–16, 2022 and held in a hybrid format at FX Sudirman Jakarta. The opening began with the sound of a gong made by the Japanese Ambassador Kanasugi Kenji and the Deputy Governor of DKI Jakarta. This was the first time Jakarta – Japan Matsuri had been held in a hybrid manner, where visitors could also watch the festival live via YouTube Jakarta – Japan Matsuri and also come directly to FX Sudirman to see the excitement of the festival directly. There was a bazaar of typical Japanese food and souvenirs displayed on FX Sudirman floors 1 and 3, as well as cultural performances from Japan and Betawi anime cosplay performances, online performances via Live YouTube, JKT48 theater performances, virtual e-sports, and music performances. The 2022 JJM festival performance was held in a hybrid manner in order to keep up with developments in the digital era and to reach audiences remotely (Yulianingsih 2022).

In 2023, this festival was held again on 18 - 19 November 2023 at JIExpo Kemayoran. The aim of this festival was still to show and promote friendship between Indonesia and Japan, and also to be a place for cultural exchange between the two parties. At this 2-day festival, there were a number of activities that visitors can do, such as simulating a tea ceremony, playing gamelan, watching music concerts, visiting and tasting typical Japanese culinary delights, taking photos, learning Japanese handcrafts, and attending workshops regarding scholarships to Japan. The Jakarta – Japan Matsuri Festival became even livelier with the

appearance of a number of musicians from Indonesia, including JKT48, Ramengvrl, and Weird Genius, as well as musicians and idol groups from Japan, namely SKE48, PSYCHIC FEVER, and BALLISTIK BOYZ. In 2023, the difference from previous years was that you could purchase tickets via On the Spot or via the ticket counter and also online via the link on Instagram @jktjapanmatsuri (Faqihah Muharroh Itsnaini and Widyanti 2023). For the 13 years of 2009-2023, what continually attracted visitors to Jakarta – Japan Matsuri was the omikoshi procession which involved many people, not only participants but also visitors. Another popular attraction was bon odori. Jakarta - Japan Matsuri has always been supported by the DKI Jakarta government and the Japanese Embassy. It is hoped that from this festival, the harmonious relations between Indonesia and Japan will become stronger. The culture of each country can spread to provide an overview to visitors and the public related to Japanese culture, but ensure that visitors also don't forget Indonesian culture.

Figure 3.1.1

Omikoshi Procession in Jakarta – Japan Matsuri 2019



Source : (Bestari 2019)

Figure 3.1.2

Bon Odori Performance in Jakarta – Japan Matsuri 2023



Source : (Antara 2023)

Jakarta-Japan Matsuri is a form of cultural diplomacy that has consistently strengthened relations between Japan and Indonesia since it was first held in 2009. For more than a decade, this festival has not only been a place for cultural exchange but also a place to introduce traditions, arts, and innovations from both countries. Every year, JJM presents various unique activities and always offers something different to adapt to the times and the needs of the community. Differences in themes, locations, programs, and participation from various parties make each event have its own impact and uniqueness. The following is a comparison of events and impacts from each JJM event from 2009 to 2023:

No	Year	Main Events	What Makes It Different	Impact
1	2009	The first event held at Monas. Japanese education exhibition, musical theater, cosplay , culinary, and Bon Odori .	The beginning of the festival; commemorating 50 years of Japan-Indonesia diplomatic relations.	Raising public awareness of Japanese culture and participation reached 33,000 visitors.
2	2010	Origami workshops , symposiums, educational exhibitions, cooking demonstrations, and additional Indonesian culture such as Jaipong and Ondel-Ondel .	There is a collaboration between Japanese and Indonesian culture that is starting to be included in festival activities.	The number of visitors increased to 39,000. Residents became more familiar with the cultural diversity of the two countries.
3	2011	Musical dramas, taiko, tea	Focus on traditional	Increasing participation to

		ceremony workshops , and cosplay communities .	Japanese performing arts, enriching visitors' cultural experience.	41,000 visitors; bridging fans of traditional Japanese arts and culture.
4	2012	Sushi challenge , ikebana, Doraemon Show , and locations spread across several shopping centers.	Held in several different locations, expanding the festival's reach to other communities.	Improving accessibility and attracting 43,000 visitors.
5	2013	International police parade, Japan Week , and bi-national sports competition (Indonesia- Japan).	Involving more countries through parades and sports competitions.	Strengthening multilateral cooperation; attracting more international participants.
6	2014	Focus on Senayan East Parking. Culinary such as	Strengthening the food and culture theme with more	Attracting 20,000 visitors, although this was down due

		ramen , onigiri , and Omikoshi procession .	variations of Japanese cuisine.	to the smaller location.
7	2015	Theme “Indonesia and Japan in Dream Team.” Performance by Tulus, JKT48, Ogawa Daisuke , and the mikoshi parade .	Collaboration between Indonesian and Japanese artists is more intensive through the theme of shared dreams.	Strengthening the emotional ties between the two countries; participation reached 37,000 visitors.
8	2016	Focus on music and pop culture, cosplay , and the theme “Indonesia – Japan Always Together.”	Introducing more pop culture; only lasts for 2 days.	The number of visitors reached 30,000, adapting to modern cultural trends.
9	2017	New location at Wisma Aldiron Field . Lenong Betawi and 108 culinary stalls are presented.	The combination of local Betawi culture with Japanese culture is the main attraction.	Visitors remain steady at 30,000; increasing appreciation of local culture.

10	2018	A major music festival commemorates 60 years of diplomatic relations. Featuring AKB48, Sukima Switch , RAN, and Andien .	The music festival as the main event, involves great musicians from Japan and Indonesia.	Participation soared to 50,000 visitors.
11	2019	JJM 10th Anniversary. Traditional games like daruma otoshi and photobooth .	Focus on nostalgia through traditional Japanese games.	Providing an interactive experience; emphasizing JJM's long history.
12	2022	Held in a hybrid manner at FX Sudirman after the pandemic. There are e-sports and live streaming YouTube .	hybrid festival ; adapting to the digital age.	Reach a global audience; increase the number of virtual participants.

13	2023	Location at JIExpo Kemayoran . Scholarship workshops , handicrafts, concerts by musicians such as Weird Genius and SKE48.	Modern ticket sales format (online and offline); more focused on the younger generation.	Attracting new visitors through digital approaches and youth collaboration.
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The journey of Jakarta-Japan Matsuri from 2009 to 2023 shows dynamics that reflect the close relationship between Japan and Indonesia. With a variety of activities, locations, and themes that continue to develop, this festival is not only an entertainment event, but also an effective cultural diplomacy platform in introducing the cultural richness of both countries. Its positive impacts are felt in various aspects, from increasing cultural awareness, strengthening community relations, to the exchange of knowledge and arts. With consistent sustainability, Jakarta-Japan Matsuri is expected to continue to be a symbol of close friendship and contribute to the bilateral relations between Japan and Indonesia in the future.

3.2 The Objective of Japanese Cultural Diplomacy through Jakarta - Japan Matsuri

Jak-Japan Matsuri (JJM) is an exchange forum that aims to deepen mutual understanding between Japanese and Indonesian citizens, which was first held in 2009 in Jakarta through collaboration between the government and the private sector. Since then, JJM has become an activity that strengthens and fosters ties and friendship between the two countries, and is always held in the Jakarta city area in September every year, except in 2020 and 2021 when it wasn't held due to the pandemic (Jak - Japan Matsuri 2023). The goal of Jakarta - Japan Matsuri is of course to foster bonds of friendship between Japan and Indonesia. However, apart from the planned intentions of Jakarta - Japan Matsuri, there have, of course, been other things achieved from the cultural diplomacy carried out by Japan and Indonesia. One of these is spreading culture through an event held by Japan in 2024, namely the All Together Festival. On January 21, 2024, the Indonesian Embassy in Indonesia and Indonesian citizens living in Japan participated in the All Together Festival in Tokyo. Indonesia's goal in participating in this activity was to spread local Indonesian culture at the All Together Festival (Mada 2024).

The All Together Festival is an effort made by the Japanese Immigration Agency Service to realize harmonious relations between Japanese society and society from outside Japan. January, every year in Japan has been designated as

"Harmony in Life Promotion Month", a concept that was initiated in 2024. "All Together Festival" was created to enliven the "Live In Harmony Promotion Month" agenda and 2024 was the first time the festival was created (Immigration Service Agency 2024). The Indonesian Embassy in Tokyo and Indonesian citizens living in Japan took the initiative to participate in the festival. The purpose of Indonesia in participating in this festival is to introduce Indonesian culture to foreigners in Tokyo. This method is considered effective because many citizens from outside Japan attended this festival in its inaugural year. At this festival, there were many booths for each country, such as South Korea, Indonesia, the Philippines, and Ukraine. There was a total of 29 booths attended by participating countries at the All Together Festival 2024, including booths from the Japanese government and private institutions covering immigration issues, international organizations, small and medium enterprises, as well as booths of Japanese city and prefectural governments. The Indonesian Embassy in Tokyo booth consisted of Indonesian diplomats and their representatives as well as several Indonesian citizens who participated in this event. Among the 29 booths available, the Indonesian booth was the most crowded because it displayed typical Indonesian batik, tourism information, as well as handmade products, cooking spices, and instant culinary specialties typical of Indonesia as souvenirs for visitors. The Indonesian Embassy in Tokyo also provided consular consultation services for visitors who came to this festival. A number of Japanese citizens also appeared to be having fun taking selfies with Indonesian kebaya and batik cloth. Those who attended the booth were given souvenirs from Indonesia (Mada 2024). The All Together Festival held by the Japanese Immigration Agency Service provides a forum for Indonesia to spread

culture and display MSME products from Indonesia, through the Indonesian Embassy in Tokyo and Indonesian citizens living in Tokyo. The fact that the Indonesian booth was the most crowded gives hope that Indonesian culture can be more widely known by the public and foreign countries.

3.3 Tools of Japanese Cultural Diplomacy (Tourism & Arts) through Jakarta – Japan Matsuri

Jakarta-Japan Matsuri, a cultural event that combines tourism and art, attracts 30,000-50,000 visitors annually for 13 years. The event is lively with the presence of Mikoshi and Bon Odori, who perform Bon Odori dances, making it more lively and crowded. The event also contributes to Japan's tourism, positively impacting its GDP, especially in the tourism sector. From 2018-2022, Japan attracted 71.27 million tourist visits, with Indonesia contributing around one million trips or 1.4 percent. Indonesia holds a significant position as the twelfth largest contributor of tourists to Japan, with 2019 recording the highest number in the last five years. In recent years, Indonesia has experienced a surge in Indonesian tourist arrivals to Japan, particularly in 2019, marking the highest number in the last five years.

Graph 3.1

The Amount of Indonesian Tourists to Japan in 2018-2022



Source : (Ahdiat 2024).

3.3.1 Japanese Cultural Diplomacy through the Tourism and Art of Jakarta - Japan Matsuri

During the 13 years of being held in Jakarta, Jakarta - Japan Matsuri attracts visitors ranging from 30,000 to 50,000 annually. In 2009, the event was inaugurated by the DKI Jakarta Provincial Government and the Japanese Embassy at Taman Silang Monas Jakarta. The public's enthusiasm for the festival, which includes traditional Japanese and Indonesian culture, was high. To increase visitor interest, JJM featured musical theater performances, Japanese culinary stands, sushi battles, orchestra performances, and anime cosplay from the participating communities. During the 8-day event, 33,000 visitors attended. (Kompas 2009).

In 2010, the Jakarta - Japan Matsuri festival was held again. This festival was held with the same aim to strengthen relations and cooperation between Indonesia

and Japan and to introduce traditional Japanese culture to the Indonesian people. The experience of the previous year's festival made it clear that, Jakarta residents wanted to know Japanese culture more deeply. What attracted the attention at the festival were the displays of traditional Japanese culture, such as Bon Odori and Omikoshi and pop culture such as cosplay aided by a number of cosplay communities. There was also a Japanese food festival, including food such as sushi, ramen, and so on. As a complement, this festival also displayed local Indonesian culture such as Jaipong and Ondel - Ondel. This festival was held from September 26, 2010 to October 3, 2010, and the number of visitors during the 8 days reached 39,000 (Kompas 2010).

In 2011, the Japanese government and DKI Jakarta again held Jakarta - Japan Matsuri 2011 on September 18-25. Visitors to the Jakarta - Japan Matsuri 2011 festival were interested by the presence of Japanese musical dramas, Taiko musical instrument playing, and also displays of cosplay from a number of cosplay communities present at the festival. The closing ceremony of Jakarta – Japan Matsuri 2011 was very lively, and the festival was attended by more than 41,000 visitors during the 7 days of the event (Berita Kompas 2011).

In 2012, Jakarta - Japan Matsuri was again held by the DKI Jakarta Provincial Government and the Japanese Embassy on September 23-30. What was interesting about JJM 2012 was the sushi challenge, and the Doraemon Show which attracted many visitors to come directly to the Jakarta - Japan Matsuri festival. The arts displayed at Jakarta - Japan Matsuri were bon odori performances, taiko music performances, and mikoshi. The closing ceremony of Jakarta - Japan Matsuri 2012 was lively because of the aforementioned performances and live music

performances from several musicians. The festival was attended by 43,000 visitors during the 7 days of the event (Yuliasuti 2012).

In 2013, Jakarta - Japan Matsuri 2013 was held on September 1-8. The Jakarta-Japan Matsuri 2013 festival looked a little different from previous years because of the international police parade. This international police parade was attended by police from 4 countries, namely Indonesia, the USA, South Korea, and Vietnam and the parade route was from Monas to Bundaran HI. In addition to the police parade, there was also Japan Week which was held on September 2-7, 2013. On the closing day of Jakarta-Japan Matsuri there were taiko, mikoshi, en-nichi performances and various Japanese-style booths. Also the idol group JKT48 enlivened the closing night of Jakarta - Japan Matsuri. JKT48 is a sister group of the idol group AKB48 from Akihabara, Tokyo, Japan. During this event, many visitors filled the festival, reached around 35,000 visitors (Aziza 2013).

In 2014, JJM was held again, and the location of the event was at the East Senayan Parking Lot. In its 5th year of celebration, Jakarta-Japan Matsuri featured many Japanese cultures including Japanese cuisine. Other cultures featured at Jakarta-Japan Matsuri included Omikoshi and Bon Odori which were held at night. The number of visitors who came reached 20,000 visitors and they participated in enlivening the Jakarta-Japan Matsuri festival(Nippon Club 2014).

Jakarta-Japan Matsuri 2015, organized by the Japanese Embassy and DKI Jakarta, took place from September 6-12, 2015, at the Atrium Plaza Senayan Jakarta. The theme was "Indonesia and Japan in Dream Team," reflecting the aspirations of the two nations for the benefit of their citizens. The event began with a Chindoya performance and the Japanese koto playing by Japanese women.

Indonesian local culture, such as Selamat Datang and Balinese dancing, was also showcased. The festival concluded with a Mikoshi and Bon Odori parade, performances from artists from Indonesia and Japan, and a closing ceremony at Senayan East Parking. The event attracted 37,000 visitors over the seven-day period (Margaretta 2015) .

In 2016, Jakarta – Japan Matsuri took place again with the theme "Indonesia – Japan Always Together" at Gelora Bung Karno East Parking in Jakarta. The event featured various attractions like Mikoshi, taiko performances, Bon Odori processions, pop culture displays, and Japanese culinary stalls. Cosplay performances from the local community added to the vibrancy. Local artists like Tulus, Andien, Lesty, JKT48, and the DKI Jakarta Cultural Team also performed. The event attracted around 30,000 visitors. (Rakhmadi 2016).

Jakarta–Japan Matsuri 2017 was held on September 9-10, 2017, at Wisma Aldiron Field in South Jakarta. This festival marked its eighth edition since it began in 2009, and still aimed to strengthen friendly relations and cooperation between Indonesia and Japan. The event featured a range of cultural performances, including Betawi lenong and the Mikoshi, which involved the ceremonial lifting of a shrine paraded through the field, accompanied by traditional Taiko drumming. Jak-Japan Matsuri also presented 108 food stalls offering a diverse selection of Indonesian and Japanese cuisine. Over the two days, the event attracted a total of 30,000 visitors (Viranda 2017).

In addition commemorating the 60th diplomatic anniversary of Indonesia-Japan, Jakarta - Japan Matsuri was held again from September 8 to 9, 2018, with the difference that this year a music festival. Jakarta – Japan Matsuri also invited

Japanese musicians and idol groups, such as AKB48 and Sukima Switch, to liven up the event. In addition to Japanese musicians, Indonesian musicians like RAN and Andien also added energy to the festival. Japanese food stalls and a Kanji Course were offered during this festival. Fifty thousand people attended during the two days it was hosted (CNN Indonesia 2018).

Jakarta-Japan Matsuri was held again in 2019 on September 7-8 in the Southeast Plaza of Gelora Bung Karno, Jakarta, marking the tenth anniversary of Jakarta-Japan Matsuri. Basuki Tjahaya Purnama, the governor of DKI Jakarta, launched the event. JKT48 Academy Class A enlivened the closing eventure on the eighth day. Other events that took place throughout the two days included traditional Japanese music performances, traditional games including daruma otoshi, photoboosts, and kimono rentals. Over the two days, the event attracted a total of 40,000 visitors (Saputra 2019)

The Jakarta-Japan Matsuri festival, which had been held annually for over ten years, was canceled in 2020 and 2021 due to the pandemic. However, it was rescheduled for October 14-16, 2022, at FX Sudirman Jakarta, in a hybrid format. The event, which included a food bazaar, traditional Japanese souvenirs, cultural performances, anime cosplay, and a JKT48 theatre performance via Live YouTube, attracted around 50,000 people. The Japanese Ambassador Kanasugi Kenji and the Deputy Governor of DKI Jakarta commenced the event with a gong. The hybrid format allowed attendees to watch the event live on YouTube or visit FX Sudirman directly. The event aimed to keep up with digital advancements and reach fans from a distance. (Yulianingsih 2022).

Jakarta - Japan Matsuri 2023 took place at JIExpo Kemayoran from November 18 to 19, 2023. This event served as a venue for cultural interaction between Indonesia and Japan, encouraging a harmonious relationship. Visitors could engage in a variety of activities during this two-day festival, including simulating tea ceremonies, playing gamelan, attending music concerts, sampling traditional Japanese cuisine, taking photos, learning Japanese handicrafts, and attending workshops on scholarships to Japan. A number of Indonesian musicians, such as JKT48, Ramengvrl, and Weird Genius, as well as Japanese musicians and idol groups, such as SKE48, PSYCHIC FEVER, and BALLISTIK BOYZ, arrived at the Jakarta-Japan Matsuri Festival, adding to the excitement. In 2023, tickets could be purchased online via the link on Instagram @jktjapanmatsuri or on-site at the ticket counter. This was different from the previous year. This festival was held across 2 days with the online and offline show, and visitor amounted about 40.000 people (Widyanti and Faqihah Muharroh Itsnaini, 2023).

The Jakarta-Japan Matsuri 2023 took a place at JIExpo Kemayoran from November 18-19, 2023, This event served as a venue for a cultural event promoting cultural interaction between Indonesia and Japan. Visitors enjoyed activities like simulating tea ceremonies, playing gamelan, attending music concerts, sampling traditional Japanese cuisine, taking photos, learning Japanese handicrafts, and attending scholarships workshops. Indonesian musicians like JKT48, Ramengvrl, and Weird Genius, as well as Japanese musicians and idol groups like SKE48, PSYCHIC FEVER, and BALLISTIK BOYZ, added to the excitement. Tickets were available online or on-site, with around 40,000 visitors attending the two-day event.

The main attraction of the Jakarta-Japan Matsuri, which has been hosted for 13 years from 2009 to 2023, is the omikoshi parade, which draws large crowds of people. Visitors are also permitted to participate in this parade, not just the predetermined participants. The other event is bon odori. The DKI Jakarta government and the Japanese Embassy support the Jakarta-Japan Matsuri with the hope that this event will strengthen the friendly ties between Indonesia and Japan and allow each nation's culture to spread giving visitors and the general public a better understanding of Japanese culture while also ensuring that every visitor remembers Indonesian culture.

Table 4 *Number of Visitors to JJM Per Year*

No	Years	Total of Visitors	Culture or interesting things at the JJM celebration that year
1	2009	33,000	Musical theater performances by the En Juku Student Drama Group, Japanese culinary booths, sushi battles, and anime cosplay
2	2010	39,000	Bon Odori and omikoshi as well as pop culture such as cosplay and a Japanese food festival, serving sushi, ramen, and so on. As a complement, this festival also displayed local Indonesian culture such as Jaipong and Ondel - Ondel.

3	2011	41,000	Japanese musical dramas, Taiko musical instrument playing, and also cosplay from a number of cosplay communities present at the festival.
4	2012	43,000	Ikebana, japanese tea ceremony workshop, origami workshop, and anime show (Doraemon), Bon Odori.
5	2013	35,000	Taiko, mikoshi, bon odori, en-nichi performances, and performances from JKT48.
6	2014	20,000	Japanese Culinary and Omikoshi
7	2015	37,000	Japanese Koto music performance, Indonesian local dance (Selamat Datang and Balinese dancing), Japanese traditional cultural like omikoshi and Bon Odori.
8	2016	30,000	Mikoshi, taiko performances, Bon Odori processions, pop culture displays, and numerous Japanese culinary stalls.
9	2017	30,000	Lenong Betawi, Mikoshi, and Taiko.
10	2018	50,000	Live Music from Japanese and Indonesian musicians, Japanese food stalls, and a mini course on kanji.

11	2019	40,000	Japanese traditional music performances, japanese traditional games like daruma otoshi, photo booths and kimono rentals.
12	2022	50,000	Food bazaar and traditional Japanese souvenir, cultural performances from Japan and Betawi, anime cosplay performances, and a JKT48 theatre performance via Live YouTube.
13	2023	40,000	Simulating tea ceremonies, playing gamelan, music concerts, sampling traditional Japanese cuisine, taking photos, learning Japanese handicrafts, and the workshops of scholarships to Japan.

Obtained from various sources

From the table of data above, it can be concluded that the number of visitors to the Jakarta - Japan Matsuri each year from 2009 - 2023 fluctuated and didn't always experience a significant increase as a result of the enthusiasm and culture displayed at the Jakarta - Japan Matsuri. From the various aspects of culture displayed at JJM across the 13 years, the most frequently displayed and most popular traditional cultures have been Bon Odori and Omikoshi. Pop cultures, such as anime cosplay also aiding in attracting visitors to Jakarta - Japan Matsuri.

The elements in Jak-Japan Matsuri (JJM) reflect the concept of cultural diplomacy as explained in the conceptual framework. This festival can be categorized as an exhibition that displays various aspects of Japanese art, culture,

technology, and values to the Indonesian people. In this framework, the exhibition is not only a means to introduce Japanese culture but also a medium to strengthen harmonious cultural relations between the two countries.

Competitions held in JJM, such as cosplay or art competitions, reflect elements of healthy competition that are part of cultural diplomacy in peaceful situations. These competitions invite participants from various backgrounds to participate, creating a dynamic space for cultural interaction and supporting appreciation for cultural diversity. Through these activities, cultural relations between Japan and Indonesia are strengthened in a creative and fun way.

The interactions that occur during JJM show elements of cultural negotiation. Negotiation here is not only in the formal sense but also in informal forms, such as the exchange of ideas and cultural values between the Japanese and Indonesian communities. This festival is a forum for both parties to get to know each other, learn, and understand differences, which ultimately creates deeper cultural harmony.

The main objective of JJM, which is to strengthen friendship and spread Japanese culture, is in line with the concept of cultural diplomacy in peaceful situations. By organizing interesting and inclusive activities, the festival seeks to create peace through better cultural understanding. The friendships established through JJM not only affect the general public but also the government and institutional levels.

The means used in JJM include art, and education. Art is an important element in this festival, featuring Japanese cultural performances such as dance, music, and

traditional arts. Education is also realized through student exchange programs that are often part of Japanese cultural diplomacy initiatives.

The long-term impact of JJM on Indonesian society is seen in the increased understanding and appreciation of Japanese culture. The festival has succeeded in creating an atmosphere where Indonesians can explore the uniqueness of Japanese culture directly, building a stronger sense of connection with the country. This opportunity not only enriches cultural experiences but also opens up opportunities for collaboration in various fields.

Bilateral relations between Japan and Indonesia are increasingly solid through cultural diplomacy embodied in JJM. The sustainability of this event shows that cultural diplomacy is not just a ceremonial event, but a strategy to create deep connections between the two countries. Its positive effects include increased cooperation in the fields of art, education, and economy, which provide long-term benefits for both parties.

JJM as a form of cultural diplomacy makes a significant contribution in creating a more harmonious and mutually respectful relationship between Japan and Indonesia. The elements in this festival not only introduce Japanese culture but also open up a space for intercultural dialogue that enriches the relationship between the two countries. With an approach that focuses on soft power, JJM is a real example of how cultural diplomacy can create sustainable and positive impacts.

Japanese cultural diplomacy has left a deep mark in Indonesia through various initiatives, including cultural exchanges, educational programs, and art activities. This trace is seen in the increasing interest of Indonesian people in Japanese culture, such as food, anime, traditional arts, and technology. This process strengthens the

emotional connection between the people of the two countries, creating a relationship that is not only diplomatic but also personal. Jakarta-Japan Matsuri (JJM) is one of the main means of strengthening the footprint of Japanese cultural diplomacy in Indonesia. This festival presents elements of Japanese culture directly to the Indonesian people, providing an authentic and immersive experience. Through art performances, Japanese cuisine, and intercultural interactions, JJM becomes a bridge that connects the two nations in a fun and educational way.

Activities in JJM, such as cultural workshops , competitions, and exhibitions, play a role in building a sustainable appreciation for Japanese culture. The involvement of Indonesian people in these activities creates a collective memory that strengthens the cultural ties between the two countries. In addition, the active participation of the local community also provides a greater sense of ownership of this relationship, making it more durable. Festivals like JJM are not only a celebration of culture but also a strategy to ensure the sustainability of international relations. Through consistency in organizing and introducing new cultural elements, JJM ensures that the appeal of Japanese culture remains relevant to Indonesian society. Collaboration between the government, cultural communities, and the private sector also plays a role in expanding the scope and impact of this cultural diplomacy.

The cultural footprint left through JJM provides long-term benefits for the relationship between Japan and Indonesia. The enhancement of cultural understanding and friendly relations between the two nations creates a solid foundation for future cooperation.

CHAPTER IV

CONCLUSION

4.1 Conclusion

Japan is renowned for its culture, which has been a significant factor in its international relations. The country's traditional culture is primarily found in Tokyo, Kyoto, Chubu, Kansai, Chugoku, Kyushu, Okinawa, and Hokkaido prefectures, which are known for their wide cultural diversity. The Japanese government has focused on using popular culture as an instrument of public diplomacy since 2004, with the Cool Japan policy aimed at promoting the country's diverse, peaceful, and democratic culture. The scope of Cool Japan includes all of Japan's popular culture, from toys, anime or manga, drama, movies, food, traditional culture, product design, and fashion. Jakarta - Japan Matsuri is one of Japan's efforts to introduce and spread Japanese culture in Indonesia. In collaboration with the DKI Jakarta Provincial Government and a Japanese multinational company, this festival has been held once a year for the past 13 years since 2009.

In the theory of cultural diplomacy originating from Professor Tulus, there are several indicators used in peace situations, namely exhibition, friendship, tourism, and art. In the implementation of Jakarta - Japan Matsuri, the exhibition indicator is evident. The festival has been held for 13 years since 2009, and is a forum to spread Japanese culture in Indonesia. It is a collaboration between the Japanese and Indonesian Embassy. For the 13 years it has been held annually, this event showcased a number of Japanese cultures such as traditional culture, culinary,

and also popular culture such as cosplay. However, after the 10th year of its holding, in 2020, this event was stopped for 2 years due to Covid-19. In 2022, this event was held again, and the enthusiasm of visitors to Jakarta-Japan Matsuri 2022 was quite high, perhaps because this festival had been stopped for 2 years. In 2023 this event was held again on November 18-19 at JIExpo Kemayoran, Central Jakarta.

In the Friendship indicator, there are several goals that Japan wants to achieve with Jakarta-Japan Matsuri. The first is to strengthen relations between Japan and Indonesia through cultural introduction at Jakarta-Japan Matsuri. In addition to the Jakarta-Japan Matsuri, it is also hoped that there will be cooperation in the field of culture, such as that held by the Japan Immigration Agency, namely the All Together Festival held in Tokyo. This event was held in 2024 as a form of realization of harmonious relations between the Japanese people and people outside Japan. The Indonesian Embassy in Tokyo took the initiative to participate. The reason Indonesia participated in this festival was to introduce Indonesian culture to foreigners in Tokyo. This method was effective because many citizens outside Japan attended. Of all the booths representing the countries present, Indonesia was the most interesting for visitors because the Indonesian booth displayed typical Indonesian batik, tourism, and handmade products. Cooking spices and instant Indonesian cuisine were given as souvenirs. Through Indonesia's involvement in this festival, Indonesia has indirectly introduced its culture through the festival held by the Japan Immigration Service Agency.

In the tourism indicator, the Jakarta - Japan Matsuri celebration, which has been held annually for 13 years, has had visitor numbers ranging from 30,000 to 50,000 across the years. The enthusiasm of visitors for Jakarta - Japan Matsuri has

been quite large. People come to this annual event to see traditional Japanese and Indonesian culture and modern Japanese culture such as cosplay and Japanese cuisine. Visitors who come are not only residents around Jakarta but Japanese citizens living in Indonesia also attend. In the art indicator, the culture displayed at Jakarta-Japan Matsuri is diverse, such as the appearance of Omikoshi, bon odori, Japanese taiko musical instruments, tea ceremony simulations, and so on, but the most frequently displayed are Omikoshi and bon odori. The reason that the Omikoshi performance is popular is that, visitors can join in dancing together to enliven the performance which, of course, makes visitors more interested in coming to and participating in the Jakarta - Japan Matsuri festival.

4.2 Recommendations

Based on the conclusions that have been presented, several recommendations can be considered to improve the implementation of cultural diplomacy between Japan and Indonesia through Jakarta-Japan Matsuri:

- 1) Japan must continue strengthening bilateral cooperation through cultural diplomacy such as through Jakarta-Japan Matsuri (JJM). The governments of Japan and Indonesia can increase the involvement of local communities, artists, and educational institutions in the JJM program to create more meaningful cross-cultural interactions.
- 2) To maintain JJM's appeal and relevance, Japan can incorporate elements of popular culture that are trending among the younger generation, such as animation, e-sports, or digital art, juxtaposed with traditional Japanese culture. This can broaden the audience and ensure the program remains relevant.

- 3) It is recommended to conduct an annual evaluation of the implementation of JJM, including measuring its impact on Indonesian public perception of Japan. The results of this evaluation can be used to design more effective and data-based strategies in future programs.
- 4) To expand the impact of cultural diplomacy, Japan can consider holding similar events in other cities in Indonesia, such as Surabaya, Bandung, or Makassar. This can strengthen bilateral relations not only at the national level but also at the local level.
- 5) Cultural diplomacy through JJM can be extended to the education sector by holding educational programs, such as workshops, seminars, or cultural exchanges involving school and university students. These programs can deepen the understanding of the younger generation of Indonesia about Japanese culture while encouraging stronger long-term relations.
- 6) Japan can integrate cultural elements with global issues such as sustainability, green technology, or inclusivity in the implementation of JJM. This can expand the relevance of Japanese cultural diplomacy to the international agenda and create added value in bilateral relations.
- 7) To create closer cultural interaction, Japan can encourage more involvement of Japanese citizens living in Indonesia in JJM activities, such as through cultural exhibitions, art performances, or interactive dialogues. This can increase the sense of togetherness and intercultural understanding.

These recommendations are expected to help further develop Japanese cultural diplomacy through Jakarta-Japan Matsuri and strengthen its contribution to bilateral relations between Japan and Indonesia.

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