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**JAPANESE PUBLIC DIPLOMATION IN CHANGING NATION
BRANDING THROUGH THE NIHONGO PARTNERS PROGRAM IN
INDONESIA, 2014-2019**

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Abstract

This research discusses how Japanese public diplomacy through the Nihongo Partners program to change nation branding in Indonesia in 2014-2019. The strategy undertaken by Japan with public diplomacy with Indonesia as a partner is due to the tenuous relations between Japan and countries in the Southeast Asia Region, one of which is Indonesia. On Post World War II, Japan tried to rise and finally succeeded to become developed country. However, the inherent bad history of colonizing countries in ASIA, the Malari Incident, and the dominance of Japan that unsettled the public, Japan has a desire to improve the image of Japan with soft power namely culture and education. Established the Japan Foundation as a government agency that aims to spread Japanese culture abroad through activities carried out by JF. In this program through the Japan Foundation in collaboration with the Government of Indonesia through the Ministry of Education and Culture of the Republic of Indonesia as a bridge between the two countries in carrying out this program. Through the Nihongo Partner program, Japan is trying to do public diplomacy to change the nation's image of their country from a country that has a bad image into a peaceful and friendly country. This effort is Japan's way of realizing the nation's branding to emphasize that Japan has changed for the better and is given international trust in Japan with the aim of providing a good image, vision and mission, their way of life and Japanese cultural values.

Keywords: Public Diplomacy, Cooperation, Nation Branding, Culture, Education.

INTRODUCTION

Japan suffered defeat in World War II in 1939. Then, the culmination of the defeat, the bombing of Nagasaki and Hiroshima which devastated Japan. After the unfortunate event felt by Japan, the country tried and tried to rise from the downturn of World War II. With all Japan's efforts to restore the state of the country, Japan actually experienced harsh criticism and considered because it was only selfish without looking at the developing international political situation in the world and also considered detrimental to other countries (Nishihara, 2010).

Japan has a dark history and relations with the countries it has colonized, and one of them is Indonesia. Japan in the past had colonized Indonesia for approximately 3.5 years in 1942 to 1945. During the initial period of Japan's arrival in Indonesia on March 8, 1942, Japan was kind to help Indonesia's independence. However, the opposite happened to Indonesia. The dictatorial and cruel attitude treated by Japan towards the Indonesian people (Nursetiawati, 2018).

After the image of a dictatorial state attached to Japan, Japan began diplomatic relations with Indonesia. Japan seeks to repay services for losses felt by Indonesia in the old order. This was implemented in the War Reparations Agreement. This agreement was the initial opening for political relations between Japan and Indonesia (DEPLURI, 2005).

With strong criticism from mainly other countries in the mid 1950s, Japan tried to improve the image of the country by establishing cooperative relations with foreign countries and providing financial assistance or what is called the ODA or Official Development Assistance. This form of assistance is in the form of foreign aid, foreign investment, international trade to countries in Southeast Asia (JPNODA, 2019). However, ODA, which is an initiative of Japan, is even considered as a form of new domination and economic monopoly carried out by Japan.

The Malari incident coincided with the moment of the arrival of Japanese Prime Minister Kakuei Tanaka to Jakarta. Therefore, the Indonesian people at that time had the notion that Indonesia was re-colonized by Japan and had a crisis of confidence in Japan. On January 15, or known as Malari, there was a riot that began with student action in the city center and then spread to almost all cities that resisted the domination of foreign capital, especially Japan in Indonesia. With the bad history that occurred between Japan and Indonesia, this makes Japan increasingly have a sense to improve the image in a bad history and want to improve it by way of cooperation through public diplomacy with Indonesia as a partner due to the tenuous relations between Japan and other countries. one of the countries in Southeast Asia Region is Indonesia. After World War II and the Malari Incident, Japan tried to rise up and finally succeeded in becoming a developed country, wanting to improve the image of the Japanese state which was previously attached to the occupation as a country that has a good image by conducting public diplomacy (Bambang, 2007).

The situation is what makes Japan must re-evaluate its foreign policy. Takeo Fukuda changed the foreign policy of his country which previously only focused on building relations with other countries through economic diplomacy and then turned into cultural diplomacy. The policy began to be implemented after Prime Minister Takeo Fukuda's speech at the first ASEAN Summit in Manila Philippines in 1977 with a concept called the Fukuda Doctrine (Nakamura: 2015).

Japan is trying to improve relations with its former colonies in Asia and especially in Southeast Asia. Prioritizing cooperation with Southeast Asia because it has the goal of wanting to prosper the Asian Region primarily using public diplomacy with culture.

In the Japan-ASEAN cultural cooperation, Japan made a project called the WA Project. The WA Project was launched at the ASEAN-Japan Commemoration Summit in December 2013 to contribute to creating and expanding harmony and peace throughout Asia towards a bright future. In carrying out this activity, the ASIA Center has been established by the Japan Foundation to implement various activities to promote and strengthen cultural exchanges between Japan and countries in the Asian region (ASEAN, 2018). Indonesia and Japan have something in common that upholds cultural values. In addition, Japan also chose Indonesia as a partner to carry out public diplomacy, especially in the Nihongo Partner program, a topic that researchers want to examine, in addition to having a bad history between Indonesia and the country, namely because of the many interests of the Indonesian people with Japanese culture, especially Japanese. The foreign language subject, Japanese, is the most popular choice in secondary schools in Indonesia. Then, there are also many Japanese language learning institutions in Indonesia. This is a more beneficial value for Japan in conducting public diplomacy in Indonesia through a Japanese government-owned institution that specifically handles the spread of Japanese culture, the Japan Foundation in collaboration with the Government of Indonesia. The Japanese government believes that teaching Japanese as an effort to achieve the goals of achieving a good image of Japan.

This study aims to explain the strategy of public diplomacy carried out by Japan through cultural soft power, namely through the Nihongo Partner program in changing the image of their country from a country that has a bad image because it has colonized other countries into a peaceful country. This effort is Japan's way of realizing the nation's branding to emphasize that Japan has changed for the better and is given international trust in Japan with the aim of providing a good outlook, vision and mission, their way of life and Japanese cultural values.

Literature Review

Public Diplomacy

Public diplomacy is a relationship carried out by the government together with the public in order to increase a national interest with knowledge, support, and increase the attention of the people of other countries with government and public efforts as the main actors. This is sought on the basis of attracting good public attention from other countries using relationships with groups with a purpose. Then, this matter is about to ensure the capability of intercultural relations because it is related to changing public behavior, understanding in viewing foreign policy conflicts. In the current global era, public opinion takes precedence by the government (Gabriella, 2013)

According to Sumiko Mori, public diplomacy is:

1. Diplomacy funded by government such as culture, education, cultural exchange programs funded by local government or government organizations.
2. Cultural Diplomacy, In the form of support and understanding through cultural institutions, non-governmental organizations, educational institutions and groups engaged in the field. Cultural diplomacy is diplomacy that uses cultural efforts to achieve national interest in international community relations.
3. Cooperation diplomacy, a series of cooperation in producing a region that is more comfortable and better with a major achievement attracting attention from other countries.
4. Diplomacy using print media and television or radio programs, through media such as television, radio, internet, and so on, will provide accurate information about the country.
5. Popular culture diplomacy, the form of the impact of culture such as using films, fashion, trends, drama series, music, books, as pursued by Japan, namely manga, anime, cosplay. In mastering popular culture diplomacy is almost the same as cultural diplomacy, it's just that popular culture diplomacy uses new cultural values that have changed over time due to increasingly sophisticated technological advancements. Popular culture has a character that is not rigid than traditional culture that feels rigid. Popular culture is more easily accepted in society, especially young people (Mori, 2019).

NATION BRANDING CONCEPT

“Nation branding uses the tools of branding to alter or change the behaviour, attitudes, identity or image of a nation in a positive way “National branding is a strategy of presenting a country with the aim of achieving values or assumptions of reputation through tourism, socio-economic, cultural and investment. In nation branding planning,

there are factors that influence a country to find a national identity as the basis for a nation branding framework. Basically, nation branding is created when governments or MNCs through power to persuade actors or other parties who have the capability to change the country's image to be good (Gudjonsson, 2005).

A state's image must depict integrity in a definition consisting of an image or image of a collection of people, culture, land, government and the main characteristics of a country. By having a good country image, a country will have the trust of other countries in order to achieve collaboration together and not be seen as a bad country (Outhavong, 2007).

The Nation Branding concept used in this study aims to see whether the Japanese public diplomacy strategy carried out through the Nihongo Partner program can help change the image of the previously negative Japanese state due to a bad history that has led to negative stereotypes of the Indonesian public towards Japan. Then, analyze how a nation's branding that Japan did successfully or not in the implementation of this program.

Methods

The form of research used is explanative through a qualitative approach. The qualitative approach is said to be a method that emphasizes contextual data. This approach has the aim to investigate and interpret the meaning of a social problem (Creswell, 2009).

This research uses explanatory research type. A way of analyzing why a situation exists in a problem in a study that occurs is defined as explanatory research. This type of research has a focus in explaining the results of research in detail. This is done by analyzing and presenting data systematically, then the results of research can be easily understood through drawing conclusions (Bryman, 2012). With data collection techniques such as observation, interviews and literature study.

Through the form of research described above, this study illustrates the historical dynamics of the relations between Japan and Indonesia so that the Nihongo Partner program will change the image of Japan in Indonesia in 2014-2019. So, the author will examine more deeply, analyze and answer about things that support the Nihongo Partner program that changes the image of Japan in Indonesia.

Discussions

The History of Japanese-Indonesian Relations

Japan and Indonesia After World War II, which faced ups and downs, namely during the Old Order and the New Order. The writers will illustrate to the reader how the chronology of the relations

between Japan and Indonesia in the economic, political, social and cultural fields. Before Indonesia's independence and detachment from Japanese occupation in history, there were many losses and destruction of Indonesia caused by Japan at the time of its occupation. Indonesia is a country that has a very abundant natural potential and a population that is not small but many. These things make Indonesia as a supplier of industrial base and become a Japanese-created market. Japan with the increase in the rate of super-sophisticated technology has made Indonesia have a desire in the development of the country.

In the 1970s, Japan was a country that emerged as a new world economic power (Duchrow, 1999). This has an essential meaning for the world economy. One of them is Indonesia. During the New Order era, Indonesia was in the era of development. Japan took part in this development. Both countries are intertwined in a long history both from Indonesia before gaining independence and afterwards. Diplomatic relations between Japan and Indonesia have been established for 61 years. On January 20, 1958 Japan and the Republic of Indonesia signed an agreement called a peace treaty. This agreement is a friendly agreement to build cooperation and alteration relations in various aspects such as political, economic, social and cultural (DPRRI, 2020).

Since the signing of the peace agreement, bilateral relations between the two countries have been running well, closely and increasingly. Japan and Indonesia have become strategic partners for the two countries. In the same year, 1958, Japan and Indonesia also signed the so-called War Spoofing Agreement between Japan and the Republic of Indonesia. Even now, Japan and Indonesia are established as 'strategic partners' or known as strategic partnerships, followed by the agreement "The Strategic Partnership for Peaceful and Prosperous Future" (Indonesian Embassy in Tokyo). However, this history of relations between Japan and Indonesia has a long history and can illustrate how the image of Japan can be formed in Indonesia until now.

Japan and Indonesia relationship experienced many ups and downs and gave many impacts to the Indonesian economy. This can be seen from Japanese products used by the people of Indonesia. With this the needs that previously could not be obtained in Indonesia because it does not exist in Indonesia so that their needs can be met. However, this also led to the dependence of the Indonesian state on foreign capital. From the description above it can be generated that from the Old Order to the New Order of the two countries there were positive improvements.

During the Old Order, relations between the two countries were not deep because at that time Indonesia had a foreign policy that emphasized independence and strongly upheld high nationalism and prejudice against one another. Sukarno focused on political development rather than the economy. With its peak when Sukarno succeeded in returning West Irian to be owned by Indonesia. However, Soekarno was not successful in economic development and there was inflation. The impact of inflation that occurred at that time was very detrimental to the people of Indonesia. Because with the same amount of money you can only buy goods in smaller quantities. To anticipate inflation that had occurred during the New Order era, Suharto adopted a foreign investment policy to develop Indonesia's economy (Notosusanto, 2008).

During the New Order era, the government at that time focused on the development and saving of the Indonesian economy, which required a large amount of funds. Overcoming inflation, saved state finances and also the basic needs of the people of Indonesia is what Suharto did. Soeharto adopted a policy of political and economic stabilization by adopting fiscal, monetary and import policies. First, a balanced budget to eliminate the cause of inflation, namely the budget deficit. Second, reducing credit expansion for productive businesses, namely food, export, infrastructure and industry (Notosusanto, 2008).

Southeast Asian Political and Economic Crisis

Diplomatic relations between Japan and Indonesia face new obstacles. Japan has an image as an "Economic Monster" in Southeast Asian countries including Indonesia. As a result of the Malari Incident which occurred in 1974 relations between Indonesia and Japan have deteriorated. The economic assistance provided by Japan, which was dominant, gave a new political problem and then led to conflict. Not all people see this especially the Japanese economic assistance positively and create anxiety and also dissatisfaction among the community, especially among students (Yanti, 2012). The anti-Japanese demonstration took place when the Japanese Prime Minister at the time, Kakueo Tanaka, visited Indonesia on January 15, 1975. There was a movement that led to the destruction of the infrastructure, causing 11 deaths, 117 people seriously injured, 120 people slightly injured and 775 people were detained in the police force. At that time everything related to Japan was the main target of the riots (Kompas, 2019). This riot was the climax of anger and public concern represented by students due to domestic politics at the time. At that time there were demonstrations everywhere because of the voice of the people due to the running of the government, disappointment with the government during the New Order era. Thousands of students from various campuses in Indonesia demonstrated in protest at the economic policies of the New Order Government which were very partial with foreign investors with their foreign investment policies (Rahmat, 2011).

Prime Minister Fukuda is trying to change Japan's nation brand by implementing various policies. Previously, Japan had an image as a country that has a bad history with various countries in Asia. PM Fukuda is trying to do a strategy to create a new image of Japan to be known as a 'friendly' country. National branding is a way in which a government has a strategy for an objective assumption by the community / outside countries using the socio-economic, cultural, investment and tourism fields (Gudjunsson, 2005). An image changes from bad to good with a new identity. This is done by the Japanese Government since the events that have been described previously by the writers.

Culture becomes Soft Power for Japan in Diplomacy

From existing history, Japan has no longer put forward hard power but, since Japanese Prime Minister Takeo Fukuda, Japan really wants to slam the steering wheel to use soft power. With the enactment of the Fukuda Doctrine which wants to create a more peaceful Asian Region by using cooperation in the socio-cultural and economic fields. Then, Japan also saw that the Southeast Asia Region especially Indonesia is a

strategic and suitable partner for Japan in this matter. The two countries are countries that uphold social and cultural values. Japan and Indonesia have mutual interests with each other.

Prime Minister Kakuei Tanaka, who was succeeded by Prime Minister Takeo Fukuda, changed the foreign policy after an evaluation of the policy that had been carried out by Japan and there were only unpleasant outputs such as anxiety by the Asian community called Anti-Japan and then the Malari Incident. PM Fukuda replaced the foreign policy that previously carried out economic diplomacy in the days of PM Tanaka, into cultural diplomacy (Jazimah, 2013).

Basically, the contents of the Fukuda doctrine explained that the principle of diplomacy in foreign relations would no longer use military force. However, through heart to heart understanding and helping the former colonies in ASEAN. The existence of this doctrine makes it clear that Japan's desire in public diplomacy is to establish a new collaboration between countries for a new nation branding in social and culture (Sudo, 2002).

Formation of the Japan Foundation and its History

In conducting public diplomacy through culture, with the adoption of the Fukuda doctrine, the Japanese Government created an institution called the Japan Foundation as an institution under the Japanese Government that specifically handles international exchanges in the field of culture in ex-colonial countries as a way to raise Japan's post-war nation branding World II. (Lubis, 1981).

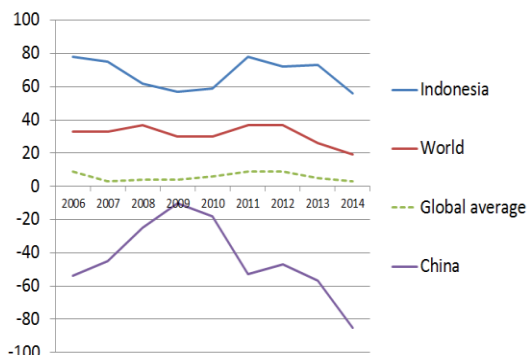
In carrying out Japan's mission to promote social culture as its foreign policy, Japan established a cultural institution, the Japan Foundation. It aims to realize the mission of Japanese diplomacy in a country, one of which is Indonesia. The Japan Foundation, which was founded in October 1972, indicates that there was a modification of Japan's foreign policy, which at first was the instrument of the instrument that turned the economy into a culture. Over time, this country increasingly controls the economic markets in the world, especially Asia, Europe and America. Desiring to reinforce Japan's desire to have new cooperative relations between countries in the Southeast Asian Region Japan established several offices or had branches of the Japan Foundation abroad (JPF, 2003).

The establishment of the Japan Foundation is a special decision of the Japanese Parliament under the Ministry of Foreign Affairs for the information and culture division as a supervision. In 2003 the Japan Foundation underwent a change of status to become an independent administrative institution in 2003. So, the Japan Foundation is a Government institution directly under the parliament. This was implemented by the Government of Japan because it saw the phenomenon of progress and development of Japanese culture in the world. From the change in status carried out by the Japanese Government, this JF institution wants to be able to improve the performance of the Japan Foundation in spreading Japanese culture abroad through the activities carried out by JF and can also manage the activities carried out so that it is more flexible without fully depending on the Ministry of Foreign Affairs Japan. (JPF, 2003).

Japanese Public Diplomacy Policy in Indonesia through Culture

Japan established a branch office of the Japan Foundation in Indonesia in 1974. It received a good response from the people of Indonesia, especially on the Japanese plan to continue to do the Fukuda

Doctrine. Every year Japan increases its seriousness in promoting and spreading Japanese culture in Indonesia. This is also done to build mutual understanding between Japanese and Indonesian people. The Japan Foundation establishes close relations and cooperates with Japanese Embassies and Japanese Consulates throughout the world and one of them is Indonesia. Japan established a branch office of the



Japan Foundation in Indonesia because it wanted to expand global-scale activities and also established a special division of the Asia Center in April 2014. This will create opportunities for countries in Asia, especially Southeast Asia, in an effort to create cultural exchange through projects cooperation (JPFJKT, 2019).

Prime Minister Shinzo Abe is very focused on providing continuous efforts to increase public diplomacy using culture. MOFA or the Japanese Ministry of Foreign Affairs defines cultural diplomacy that fulfills several objectives and functions, namely (Diplomatic Bluebook MOFA 2015):

1. Must contribute to the spread of the international situation and Japan's domestic and foreign diplomatic policies.
2. Spread and inform Japanese culture to foreign countries.
3. Promoting cooperation between Japan and international cultural institutions.
4. Cultural diplomacy introduces Japanese culture to foreign countries and culture exchange.
5. Cultural diplomacy can support a good image of foreign public perceptions about Japan. It can be concluded from the graph below that the graph shows a positive image of the Japanese state before 2008 decreased but in 2009 to 2011, the image of Japan in Indonesia reached its highest point but after 2011 to 2014 the image of Japan in Indonesia again declined. Besides the decline in Japanese figures, one of the reasons Japan needs to increase public diplomacy through culture is because of the rise of China in the southeast Asian region including in Indonesia (BBC World Service).

(Source: BBC World Service)

Nihongo Partner Program in Indonesia as Japan's Public Diplomacy Strategy

Nihongo Partner is a Japanese Government program through the Japan Foundation which is in the scope of the Language division that brings expert assistance to assist and expand Japanese language education to secondary schools in Asian countries, especially Southeast Asia. The program was first coined by the Japanese Prime Minister Shinzo Abe at the 2014 Asean Summit to create an interactive Asia in a project called "Wa Project" which means Harmony. And the Asia Center was established to take care of this program. And this is one of Japan's ways to spread and develop Japanese culture to Indonesia.

The implementation of this program is carried out by the Government of Japan in an effort to promote Japanese language to countries in Southeast Asia. And Japan annually conducts a survey of specialization from foreign public regarding Japanese culture. And below is a graph showing the interests of countries in Southeast Asia towards Japanese Culture (MOFA, 2015).

The Nihongo Partner Program in Indonesia is implemented in collaboration with the two Japanese governments through the Japan Foundation, which represents the Japanese and Indonesian Ministry of Education, Culture, Sports, Science and Technology, represented by the Directorate General of Secondary Education, Ministry of Education and Culture. On July 3, 2014, both parties signed an MoU of "The WA Projects" Japanese Teaching Assistant Program in the field of Nihongo Partners. Arrangements for implementing cooperation between the two countries refer to the memorandum of cooperation that was signed on July 5, 2012. The parties involved are expected to apply the principles of mutual understanding, benefit, respect and equality (Implementing Arrangement Nihongo Partner, 2013).

The Achievement of the Nihongo Partners Program in Indonesia

The Nihongo Partners program in Indonesia was successful because of one factor and another. That factor is the good cooperation between the two countries. The parties are actively involved in their respective duties. In which there is the Japanese Government through the Asia Center and the Japan Foundation and also from the Government of Indonesia through the Ministry of Education and Culture of the Republic of Indonesia, and other agencies. Then also schools that register, because the number of schools every year increases (Japan Foundation Jakarta, 2019).

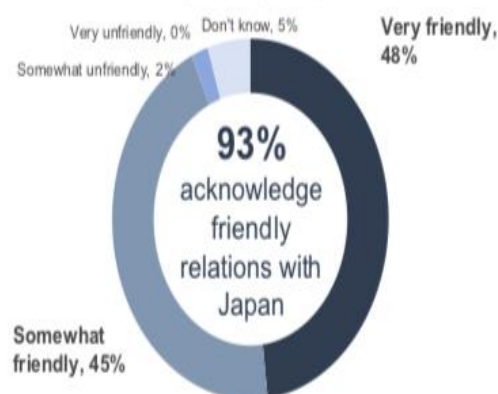
The response of the Government of Indonesia when the program was submitted was positive. Because Japanese is a foreign language meta subject that is widely studied in Indonesian provinces. And this program is easily accepted by the Government of Indonesia because at the time of implementation there will be an accompanying and as a facilitator of nihongo partners who are Indonesian teachers who teach Japanese.

Persons who enthusiast with this program Every year it increases it is seen from 2014 to 2019 this program increases the number of schools that register. Following are the results of an increase in the number of schools that have participated in the Nihongo partner program from 2014-2019, such as the research topic that the author did. In 2014 there were 52 participating schools in Indonesia, then in 2015 there were an increase of 42 schools to 94 schools. In 2016 it increased very significantly to 207 schools with an increase of 113 schools from 2015. Then it increased again in 2017 to 226 schools, an increase of 19 schools that received this program and in 2019 the same figure is 226 schools in Indonesia. This shows that from this program the interest of the Indonesian people in learning Japanese is increasing and the Japanese Government has succeeded in changing the image using culture and education in changing the image in accordance with the purpose of public diplomacy in Indonesia.

The Impact of the Implementation of the Nihongo Partners Program in Indonesia for Indonesia and Japan

For Indonesia, the impact has been very positive, for example, school accreditation can be upgraded to receive this program. Because of the native speaker Nihongo Partner from Japan will immediately improve the school's image with a cool 'image' because it is not easy and not all schools get native speakers. Schools and students who get the program also have more value because of learning, dialogue and conducting teaching and learning activities directly with Japanese people. (Martha, 2019).

In Asia in Resonance, a symposium event which is a means for NIHONGO Partners (NP) recipient countries to discuss the results obtained by the NP program which has been running for 5 years from 2014 to 2019 held at the Auditorium of the Ministry of Education and Culture of the Republic Indonesia in 2019. The President of the Japan Foundation considers that this program is very important to be continued and expanded for the future. Then, this program is very helpful in the development of Japanese language education and the growth of global human resources and deepening the understanding of the Indonesian state in Japan (Sindo, 2019).



From a panel discussion led by representatives from the Japanese and Indonesian MGMP organizations that the meaning of Japanese learning is as a communication tool and media for character education, then also the extension of the program period. The Government of Indonesia, represented by the Minister of Education and Culture of the Republic of Indonesia, thanked Japan through the Japan Foundation as an institution to organize this program. Because, through this program students from Indonesia and Japan Volunteer get the opportunity for mutual understanding and also the occurrence of cultural and language exchanges respectively. From this program there will also be learning about character awareness and cross-cultural understanding (Sindo, 2019).

In 2019, the Japanese Ministry of Foreign Affairs conducted a public survey of the relations between Indonesia and Japan. It can be seen in the following figure that these results indicate that 93% feel that Japan and Indonesia have friendly relations, ie 48% rate that Japan is very 'Friendly', then 45% is a bit 'Friendly', then the remaining 2% is a bit not 'Friendly' and the rest did not know and felt that Japan was not 'Friendly'.

Source: MOFA

According to the Head of the Asia, Pacific and Africa Subdivisions, the Ministry of Education and Culture believes that this program is indeed one form of their diplomacy and their objectives in this program. If Korea conducts cultural diplomacy through K-pop, K-drama and so on, but Japan through language and culture is indeed in demand in Indonesia with education. Japan basically wants to promote Japanese culture through education and culture.

The Challenges of Implementing the Nihongo Partners Program in Indonesia for Indonesia and Japan

In the implementation of the Nihongo Partners program in Indonesia, there are challenges or obstacles. However, these things are not big or only minor. Like the First, namely licensing. Because although this program works in collaboration with the Ministry of Education and Culture of the Republic of Indonesia, it also involves many agencies such as immigration, police, labor services. Because these agencies must know that there are foreign workers residing in Indonesia. Second, there are very many school enthusiasts in Indonesia who want this program but there are limited Native Speakers. Therefore, to choose a suitable school is also not easy for JF and the Ministry of Education and Culture. For native speakers, there must be a culture shock due to cultural differences, different foods. Besides, as stated above, it can be concluded that there are no major challenges for Japan to carry out this program in Indonesia as a form of public diplomacy in shaping a good image in the ASEAN Region especially in Indonesia because Indonesia is also very interested in this program and also its culture Japan.

CONCLSUION

Japanese public diplomacy using the Nihongo Partner program as a strategy to change Japan's nation branding has a stage namely, first the Japan foundation established a branch in Indonesia precisely in Jakarta, then JF in accordance with the direction of the Japanese government contacted the Ministry of Education and Culture as Indonesia's representative. Then, the making of the MoU between the Japanese and Indonesian governments. Through the Ministry of Education and Culture because it serves as a bridge for secondary schools in which there are Japanese foreign languages in Indonesia. This is a plus point for Japan because in Indonesia the most widely taught foreign language lessons in high schools in Indonesia are Japanese in addition to English (Ministry of Education and Culture). Then the next stage is sending native speakers from Japan who have previously been screened first because there are requirements and also registration by the schools.

Finally, the implementation of the program in Indonesia is positing and effective. As long as the program runs positive responses for both countries and there is a possibility the program will continue.

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