

# Indonesia's Public Diplomacy to Improve its Image in Japan through the Indonesia-Japan Friendship Day in 2022-2023

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## Abstract

This study aims to describe Indonesia's public diplomacy to improve its image in Japan through the Indonesia Japan Friendship Day (IJFD) in 2022- 2023. The authors argue that Indonesia held IJFD as a public diplomacy strategy in response to its positive image decline in Japan during the Covid-19 pandemic. The researchers used a descriptive qualitative approach. Secondary data was obtained from literature studies, including official documents of the Indonesian Embassy in Tokyo as well as books, journal articles, and news sites. The results of this study show that Indonesia's public diplomacy strategy to improve its image in Japan through the IJFD in 2022-2023 was carried out through three dimensions. First, news management, which was carried out using digital media by domestic and foreign actors. Second, strategic communication, which was carried out through the establishment of a special "One Heart" theme during the 65th anniversary of Indonesia-Japan relations, and strategic activities in the Indonesian festival series. Finally, relationship building, which was carried out through activities to build long-term Indonesia-Japan relations, including Ambassador Goes to Campus activities and other strategic forums.

## Abstrak

*Penelitian ini bertujuan untuk mendeskripsikan diplomasi publik Indonesia untuk meningkatkan citranya di Jepang melalui Indonesia-Japan Friendship Day (IJFD) tahun 2022-2023. Peneliti berargumen bahwa Indonesia menyelenggarakan IJFD sebagai strategi diplomasi publik dalam merespon penurunan citra positifnya di Jepang pada masa pandemi Covid-19. Peneliti menggunakan pendekatan kualitatif deskriptif. Data sekunder didapatkan dari studi kepustakaan, meliputi dokumen resmi Kedutaan Besar Republik Indonesia di Tokyo, buku, artikel jurnal, dan situs berita. Hasil dari penelitian ini menunjukkan bahwa strategi diplomasi publik Indonesia untuk meningkatkan citranya di Jepang melalui IJFD tahun 2022-2023 dilakukan melalui tiga dimensi. Pertama, manajemen berita menggunakan media digital oleh aktor domestik maupun asing.*

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*Kedua, komunikasi strategis melalui pembentukan tema khusus "Satu Hati" dalam perayaan 65 tahun hubungan Indonesia-Jepang, serta kegiatan-kegiatan strategis dalam rangkaian festival Indonesia. Ketiga, membangun hubungan jangka panjang Indonesia-Jepang, meliputi kegiatan Ambassador Goes to Campus dan forum-forum strategis lainnya.*

**Keywords:** Public Diplomacy; Image; Indonesia; Indonesia-Japan Friendship Day

## Introduction

During the post-Cold War era, states utilize public diplomacy as an instrument to improve its image among citizens in other countries. Compared to traditional diplomacy, public diplomacy involves more actors, including state and non-state actors. Public diplomacy is usually directed towards general public in other countries, to influence their attitudes and behavior in favor of the state's interest.<sup>1</sup> This character makes public diplomacy an alternative foreign policy instrument that has been widely implemented and developed, especially for states that have limited power, such as Indonesia.<sup>2</sup> Indonesia began to intensively carry out public diplomacy since the beginning of the Reformation era, marked by the establishment of the Directorate General of Information and Public Diplomacy of the Ministry of Foreign Affairs.

One of the interesting practices of Indonesia's public diplomacy is its efforts to improve the state's positive image in Japan. This is because the Indonesia-Japan relationship has been dynamic and unique, starting from the historical relationship between the colonizer and colonized countries, into two partner states that have strong cooperation in various fields. Moreover, the drastic increase in the Indonesian diaspora in Japan due to the *Tokutei Ginou* labor agreement makes the practice of Indonesian public diplomacy has great potential to be improved in Japan. Additionally, both states have aggressively used culture as instruments of public diplomacy towards each other's societies. Interestingly, Japan's public diplomacy is more inclined to the use of popular culture, while Indonesia emphasizes traditional cultural instruments in the practice of public diplomacy in Japan.

The practice of Indonesian public diplomacy in Japan initially began since the beginning of the Reformation era in 1998. At that time, Indonesia used public diplomacy to improve its poor image in Japan, due to the emergence of sentiments of human rights violations during the New Order era.<sup>3</sup> Since then, several public diplomacy programs and activities have been carried out, such as organizing and participating in festivals that promote Indonesia, to the establishment of the Indonesian Culture House (RBI) in Japan as a forum for Indonesian public diplomacy through cultural instruments. These efforts have resulted in quite good results, but are still require more exposure in improving

Indonesia's image in Japan. There are some barriers to Indonesia's public diplomacy in Japan, such as the lack of knowledge of Japanese people about Indonesian investment licensing and laws<sup>4</sup>, politics and law in Indonesia, and the quality of Indonesian products in the Japanese market.<sup>5</sup>

This condition was exacerbated during the Covid-19 pandemic, when Indonesia's image experienced a drastic stagnation of growth in all aspects, including tourism; people; culture; investment; export or trade; and government. This could also be seen in the report of the Indonesian Embassy in Tokyo, which stated that Indonesia's image in Japan faced decline in performance.<sup>6</sup> This happened because the pandemic limited Indonesia's public diplomacy activities in Japan due to the strict social restrictions imposed by the Japanese government. In addition, Indonesia being one of the countries with high Covid-19 infection and mortality rates also makes the Japanese public have an unfavorable perception of Indonesia.<sup>7</sup>

As a result, there has been a decay in Indonesia's tourism interest and potential in Japan, which had led to a decline in Indonesia's tourism image. In addition, the Japanese public also viewed that the Indonesian government was unable to control the Covid-19 infection cases, which made the image of the Indonesian government plummet in Japan. Moreover, the pandemic had also made the Japanese public hesitant to invest and increase trade flows. This has made Indonesia's investment and export or trade image declined. Besides that, the pandemic that limited Indonesia's public diplomacy activities in Japan had also stagnated or even decreased Japanese public awareness of the culture and quality or character of the Indonesian society. This also damaged the image of Indonesian people among Japanese society.

To overcome these challenges, Indonesia launched a new integrated public diplomacy program called the Indonesia Japan Friendship Day (IJFD). The program was launched in 2022, under the initial name of the Indonesia Friendship Day (IFD). However, in 2023 the program continued under the name of IJFD. Although the names were different, both activities indicate the sustainability of the same program, in terms of its purpose, meaning, and technical implementation. By definition, IJFD is an effort made by the Indonesian state and non-state actors to build and strengthen Indonesia-Japan relations, cooperation, mutual understanding, to ultimately contribute to the improvement of Indonesia's positive image in Japan. IJFD's activities encompass integrated promotion of political relations, increased cooperation in trade, tourism, arts and culture of Indonesia.<sup>8</sup>

IJFD is different from Indonesia's previous public diplomacy efforts in Japan. IJFD is unique because it raises a new idea, namely the practice of integrated public diplomacy. This means that various Indonesian public diplomacy activities in Japan, such as Indonesian festivals, Ambassadorial public

lectures, and strategic forums, are put together in one big series of activities, and these activities are carried out or organized in various regions of Japan. Furthermore, IJFD activities are also carried out involving direct cooperation with various non-state actors, apart from the state actors themselves, such as the Indonesia Student Association (PPI) in various cities in Japan, to various Indonesian communities in Japan. In 2022 and 2023, IJFD was conducted in 11 different cities across Japan. IJFD then became the main focus of Indonesian public diplomacy in Japan, especially for rebuilding image in Japan, which deteriorated after the Covid-19 pandemic.

Referring to the report of the Indonesian Embassy in Tokyo, after the IJFD program was implemented, there was an increase in Indonesia's positive image in Japan.<sup>9</sup> In the tourism sector, Indonesia's positive image was indicated by an increase in the interest of the Japanese society to travel to Indonesia. In the economic sector, there has been an increase in the Japanese businesses' interest in investing in Indonesia. Furthermore, Japanese society started to recognize Indonesian products in Japan. In the cultural sector, Japanese people appreciate the competence of Indonesian culture, and the good character of the Indonesian people. Additionally, Japanese society was willing to assist the activities of the Indonesian government in Japan, by organizing IJFD as an annual event.

The researchers argue that Indonesia's public diplomacy to improve its image in Japan through the IJFD had carried out the three dimensions of the public diplomacy process, including news management; strategic communication and relationship building. To analyze it further, this study aims to describe how Indonesia's public diplomacy strategy in improving its image in Japan through the IJFD held in 2022 until 2023.

## **Method**

This research uses a descriptive qualitative approach. This method is utilized by collecting data, and analyzing it by describing Indonesia's public diplomacy strategy through the IJFD, in improving Indonesia's image in Japan. The researchers determined the unit of analysis in this research as the country of Indonesia, and therefore the level of analysis is nation-state. This research utilizes a secondary data collection technique with documentation or literature studies. Hence, the researchers extracted and observed data from official governmental and supporting sources regarding the IJFD program, obtained from various credible sources, such as books, journal articles, news sites, official government documents and archives. Then, in this study the researchers used the Miles and Huberman interactive model data analysis technique, which involves three steps of activities that occur simultaneously, i.e. data reduction;

data display; and conclusion drawing/verification. Finally, the researchers used data source triangulation techniques to validate the data.

This research uses Mark Leonard's concept of public diplomacy. Leonard explained that public diplomacy is an approach that countries use to establish relationships with other countries, and build perceptions or to correct misperceptions that may exist in other countries' societies.<sup>10</sup> This is done through an in-depth understanding of the needs, culture and society of the partner country, and also through conveying a particular point of view or understanding of that country.<sup>11</sup> There are three dimensions to the public diplomacy process. First, news management, which is a process in which diplomatic actors carry out continuous news management on a daily basis with certain strategic objectives.<sup>12</sup> Second, strategic communication, which is the process of campaigning certain strategic messages in accordance with the interests of a country delivered through various strategic activities.<sup>13</sup> Third, relationship building, which is the process of building a long-term relationship between the diplomacy actor and the target country of diplomacy.<sup>14</sup>

In addition, the researchers also refer to the concept of a country's image branding, because the concept of public diplomacy is present to be a tool in building a country's image.<sup>15</sup> In this context, the researchers refer to the concept of Simon Anholt, who said that in improving a country's brand image, there are six main indicators. i.e. tourism; people; culture; export or trade; investment and immigration; as well as government.<sup>16</sup> Firstly, tourism image is observed from the interest and potential of the target public to travel in the country of public diplomacy actors. Secondly, the image of the people is observed from the public's view of the competence and good character of the people of the country of diplomacy. Thirdly, cultural image is observed from how familiar the public is with the cultural heritage and contemporary culture of the diplomatic actor country. Fourthly, export or trade image is observed from the extent to which the public seeks and buys products from the diplomatic actor's country. Fifthly, investment and immigration image is observed from the public's interest in living and/or investing in the diplomat's country. Finally, the government image is seen from the target public's view of the diplomacy target's government competence and its commitment to global issues.

## **Results and Discussion**

The results and discussion will describe how Indonesia has conducted the Indonesia-Japan Friendship Day (IJFD) in 2022-2023 through three dimensions of public diplomacy, which are news management, strategic communication, and relationship building. The researchers will also identify how those three dimensions of public diplomacy will affect Indonesia's image improvement among Japanese society.

## **Indonesia's News Management during the Indonesia-Japan Friendship Day in 2022-2023**

Indonesia carried out a news management public diplomacy strategy during the IJFD in 2022-2023 to improve its image in Japan. Based on Mark Leonard's concept, in the context of news management, public diplomacy actors must manage news according to certain strategic goals continuously on a daily basis.<sup>17</sup> This is done through domestic and foreign media, by utilizing traditional and digital means. Based on the research results, Indonesia's news management strategy during the IJFD 2022-2023 was generally carried out through digital media, including websites, social media such as Instagram, Facebook, X (twitter), YouTube, as well as online news portals. The actors of the IJFD news management involved domestic media actors, for instance the Indonesian Embassy in Tokyo, PPI in various cities in Japan, as well as Indonesian community media in Japan. Simultaneously, it was also assisted by foreign media actors, such as Japanese influencers, which collaborated with the Indonesian Embassy in Tokyo, campus media from several universities in Japan, and Japanese online news portals.

The Indonesian Embassy in Tokyo in this news management acts as a state actor in public diplomacy. The media it used in conducting the IJFD news management strategy include websites and social media, such as Instagram, X, Facebook, and YouTube. News management was carried out continuously before (pre-implementation) and after (post-implementation) each IJFD event in 11 different cities in Japan during 2022-2023. Pre-implementation news content of the IJFD activities contained information about calls to visit, explore, and get involved in organizing the IJFD series in various cities in Japan. On the other hand, Post-implementation of IJFD news contents report information about activities that have been carried out in each IJFD events, as well as strategic messages to address Japanese audience. Meanwhile, news management through the Indonesian Embassy in Tokyo's website and YouTube channel was carried out only after the implementation of IJFD activities in various cities in Japan. The contents also contain information about activities that have been carried out in IJFD and strategic messages campaigned in these activities.

Additionally, PPI and the Indonesian community in Japan were also involved in news management as non-state actors in public diplomacy. They used social media, such as Facebook, X, Instagram, and YouTube in carrying out IJFD news management. They also carried out news management continuously with the intensity every pre-implementation and post-implementation of IJFD activities in various cities in Japan. The news contents delivered were also the same as the Indonesian Embassy in Tokyo, namely conveying a call to come and visit the series of IJFD events, and also conveying information on the schedule of activities in the IJFD series, as a strategic message campaign. This news

content was also the same as those managed by foreign media actors in IJFD news management. However, the difference is that these foreign media do not carry out news management with an intensity that tends to be continuous, but only limited to a certain time period. For example, the Tohoku University campus media only delivered IJFD news when the IJFD activities were held on their campus.

Referring to Mark Leonard's concept of public diplomacy, news management of public diplomacy must be flexible, reactive, and relevant to the government's objectives.<sup>18</sup> Based on the researchers' analysis, IJFD news management has fulfilled all of these elements. The flexible and reactive elements can be seen from the use of digital media that allows the Japanese public to access IJFD information anywhere and anytime, and they can directly provide feedback in response to the information. At the same time, the news management carried out was also connected to the government's objectives, because the actors involved in managing this news had been coordinated to be in line with the overall goals and directions of the Indonesian government.

If analyzed further using Mark Leonard's concept, the IJFD news management was Indonesia's strategy to improve its image in Japan through efforts to increase understanding, familiarity, and positive appreciation of the Japanese public towards Indonesia and increase Japanese public involvement in campaigning for Indonesia's diplomatic activities. Then, when referring to the concept of a country's image branding, the IJFD news management has attempted to improve Indonesia's image in Japan on all indicators. This is because the news management serves to echo and reiterate the public diplomacy activities in the IJFD series, which have been identified as trying to improve Indonesia's image in Japan, in the aspects of tourism, people, culture, export or trade, investment and immigration, as well as government.

### **Indonesia's Strategic Communication during the Indonesia-Japan Friendship Day in 2022-2023**

According to Mark Leonard's concept of public diplomacy, strategic communication is carried out by campaigning for certain strategic messages delivered through strategic activities in the medium term, or for example in one year.<sup>19</sup> In the case of IJFD as Indonesia's public diplomacy in Japan, the strategic message campaigned in general is that Indonesia wants to rebuild and improve its image in Japan and strengthen the cooperation between the two states, whether its government-to-government and people-to-people relations after the Covid-19 pandemic. This strategic message campaign was carried out through several activities in the IJFD series in various cities in Japan. These activities were organized in collaboration with various actors, such as the Indonesian Embassy in Tokyo, PPI in various cities in Japan, and Indonesian

communities in Japan. In addition, these activities also received support from many parties, such as other Indonesian government agencies, as well as the Japanese government and public.

Firstly, to enhance Indonesia's cultural image, IJFD organized several strategic communication activities that were packaged in the Indonesian festival. For example, the integrated cultural arts performance, which became a medium of activity in campaigning strategic messages to increase the understanding and sense of familiarity of Indonesian culture in the minds of the Japanese public. Indonesian cultural arts were displayed in an integrated manner, including traditional dances, traditional and modern music, *hadrah* art, and traditional Indonesian instruments. Additionally, there were also workshops on Indonesian culture, such as workshops on *wastra* cloth<sup>20</sup> and *angklung*.<sup>21</sup> These activities seek to campaign strategic messages in increasing the positive appreciation of Indonesian culture in Japan. Then, there was also a parade of Indonesian culture in *Kesennuma Indonesia Minato Matsuri (KIMM)*<sup>22</sup>, and also the performance of Indonesian musical drama at *Ritsumeikan Asia Pacific University (APU)*.<sup>23</sup> Both became media activities in campaigning strategic messages to increase Japanese public involvement in Indonesian cultural activities. Those activities were done to encourage the Japanese public to get involved in Indonesian cultural activities, and to promote them to other Japanese publics.

Secondly, to re-enhance Indonesia's image as a tourist-friendly country, IJFD organized various Indonesian tourism campaigns in various cities in Japan. For example, by cooperating with Garuda Indonesia to open a booth which promoted Indonesian tourism, inviting the Indonesian Minister of Tourism and Creative Economy to provide understanding of why it's important for Japanese tourists to visit Indonesia, and building a replica of Komodo as a form of promotion of Indonesia's famous tourism destinations. The strategic message campaigned in these activities was aimed to increase the understanding and familiarity of the Japanese public with Indonesian tourism sites.

Thirdly, to improve Image in the exports and trade sector, IJFD organized an Indonesia Fairs. For example, Indonesia Fair was held during IJFD Saitama in 2023,<sup>24</sup> which displayed original Indonesian products, such as creative economy souvenirs, food and beverages, and environmentally friendly products native to Indonesia.<sup>25</sup> The strategic message campaigned during Indonesia was focused on Indonesia's aim to expand the international market reach of local-made products to Japan. Subsequently, it also tried to promote a message to increase the Japanese society's involvement in purchasing original Indonesian products.

Fourthly, to improve the image of the government, representatives of the Indonesian Embassy in Tokyo conducted speeches and meetings with

Japanese stakeholders during every IJFD event in various cities in Japan. These activities became a medium for conveying the strategic messages that after the pandemic, the Indonesian government is committed to recover faster and rise stronger, and enhance concrete cooperation once more with Japan. This message signaled that Indonesia is serious in handling the pandemic and restoring post-pandemic cooperative relations. In addition, the activity became a bridge for Indonesia to campaign the message of the 65<sup>th</sup> anniversary of Indonesia-Japan relations, which coincided with the moment when Indonesia was the chair of ASEAN, meanwhile Japan was the chair of the G7. Besides from trying to improve the image of the government, Indonesia also established a special "One Heart" theme during the celebration of 65 years of Indonesia-Japan relations. The strategic message promoted by Indonesia through these activities seeks to increase the Japanese society's understanding and familiarity with the Indonesian government, in order to build relations with Japan on the basis of synergy and harmony.<sup>26</sup>

Mark Leonard said that in strategic communication, the strategic message campaigned should be simple, clear, and integrated.<sup>27</sup> Based on the definition and analysis from this research's data, various IJFD strategic communication activities in 2022-2023 have fulfilled the elements of simple, clear, and integrated. The simple and clear element can be observed from how the various strategic messages campaigned by Indonesia can be easily understood by the Japanese public. This can be seen from the response of the Japanese public, for example Kenji Sato, a Japanese citizen who attended IFD Shizuoka in 2022, said that he was very impressed with Indonesian culture, for example Indonesian traditional instruments.<sup>28</sup> He was even surprised that the instruments could also play Japanese songs. Besides that, Matsuhiro Fujiki, the Senior Managing Director of AEON Mall Co. Ltd, said that the Indonesia Fair in IJFD Saitama in 2023 attracted the attention and enthusiasm of the Japanese public, such as for authentic Indonesian products, and he hopes that this event could be held in more places in Japan.<sup>29</sup> This shows that the strategic message campaigned through IFD 2022 and IJFD 2023 was simple and clear, hence the Japanese public could easily grasp the message.

Furthermore, the integrated element of IJFD's strategic communication could be observed from how the various activities were carried out in coordination with many actors, including the Indonesian Embassy in Tokyo as a state actor, as well as PPI in Japan and the Indonesian community in Japan as non-state actors. The Indonesian Embassy in Tokyo had the task of formulating strategic messages that were campaigned, coordinating various actors, and executing the implementation of IJFD strategic communication. Meanwhile, non-state actors played a role by being involved during the implementation of IJFD strategic communication. For example, representatives from PPI and Indonesian society in Japan participated in the Indonesian cultural arts

performances. Therefore, IJFD strategic communication also received support, both from Indonesian government agencies, Indonesian society in Japan, as well as Japanese society.

Next, when referring to the concept of a country's image, various activities during the IFD in 2022 and the IJFD in 2023 have become concrete strategies as an effort to improve Indonesia's image in Japan, especially in the aspects of tourism, export or trade, government, and culture. Firstly, in the tourism aspect, Japanese society's participation in IFD 2022 and IJFD 2023 have increased their interest of traveling to Indonesia.<sup>30</sup>

Secondly, in the export and trade aspect, the IJFD's Indonesia Fair has also encouraged the Japanese public to get to know and buy Indonesian products. This can be seen from Indonesian products that were very popular and widely purchased during Indonesia Fairs in IFD 2022 and IJFD 2023.<sup>31</sup> Additionally, Indonesia Fairs during IFD 2022 and IJFD 2023 also improved Indonesia's economic image, indicated by Indonesia and Japan's export activities in 2022-2023.<sup>32</sup> Furthermore, the Japanese society also has a positive image of the Indonesian government as they were willing to assist the activities of the Indonesian government in Japan, especially during IJFD 2023. This can be seen from local government actors, such as the mayors of Toyota<sup>33</sup> and Shizuoka, who carried out their commitment to help organize IJFD in 2023.<sup>34</sup> Moreover, these activities have also improved the image of Indonesian culture, observed from the Japanese society's positive understanding and appreciation of Indonesian culture after the IJFD activities were held.

### **Indonesia's Relationship Building during the Indonesia-Japan Friendship Day in 2022-2023**

According to Mark Leonard, in relationship building dimension of public diplomacy, the state seeks to build or strengthen long-term relationships and cooperation with other countries. Generally, this is done through methods such as providing scholarships, exchange programs, training, seminars, conferences, building cooperation networks, giving people access to media channels, and/or other activities that have the potential to build or strengthen long-term government-to-government, as well as people-to-people relationships between countries.<sup>35</sup> This research's results show that Indonesia seeks to build long-term relationship with the Japanese government and society by holding the IFD in 2022 and IJFD in 2023. In this case, Indonesia hopes to improve its image in Japan, by organizing the Ambassador Goes to Campus program and strategic forums.

Firstly, to improve the image of Indonesian people or society in Japan through IJFD relationship building, Indonesia held the First Human Resources

Forum in 2023, a collaboration between the Japan International Cooperation Agency (JICA) and the Indonesian Ministry of Manpower. The forum aimed to promote smooth acceptance of Indonesian human resource among Japanese society. This can be seen from the sustainability of this activity and also from the follow-up of Indonesia-Japan employment cooperation, signified by the signing of a Memorandum of Understanding (MoU) between Indonesia and the JA Hokkaido regarding the Indonesian Human Resources internship program in the field of agriculture in Japan.<sup>36</sup> Furthermore, to reaffirm its investment image in Japan, Indonesia held a strategic forum called the Indonesia-Japan Tax Consultation Clinic during IJFD. This activity aimed to provide an understanding that the investment environment in Indonesia is very conducive, because Indonesia ensures to provide tax facilities and carry out tax reforms to attract foreign investment.<sup>37</sup> This activity could be considered as a strategy in increasing the Japanese society's positive appreciation of the investment environment in Indonesia.

Secondly, to improve its export or trade image in Japan, Indonesia also carried out relationship building strategies, for example through strategic business forums held simultaneously during the IFD 2022 in Fukuoka. In these forums, Indonesia promoted its biomass energy and facilitated follow-up cooperation in sustainable energy with Japan. Additionally, due to the fact that the business forums at IJFD is conducted annually, Indonesia has also succeeded in continuing its biomass export cooperation with Japan. For instance, the cooperation between PPT Energi Trading (PPT ET) with PT Argo Industri Mandiri and PT Inti Persada, to supply Indonesian biomass to Japan.<sup>38</sup>

Thirdly, to improve the image of the Indonesian government through relationship building, Indonesia conducted the Ambassador Goes to Campus program. In this activity, the Indonesian Ambassador visited universities in partner countries to promote various things, such as policies, goals, and cooperation agreements. Ambassador Goes to Campus in Japan was held since 2022, integrated with IJFD's activities schedule. This program has been carried out on an ongoing basis. Ambassador Goes to Campus' goal has been identified as trying to improve the image of the Indonesian government in Japan. For example, there were public lectures by the Indonesian Embassy in Tokyo, as well as Indonesian Consulate General in Osaka, to Osaka University students. In this activity, students received a presentation on the health cooperation relations that have been done, and further programs to be established by Indonesia and Japan in the near future.<sup>39</sup> Besides that, there was also a public lecture from the Indonesian Embassy in Tokyo at Hokkaido University. During the event, the Indonesian Ambassador to Japan highlighted the gap between developed and developing countries, especially in tackling the Covid-19 pandemic. Then, the Indonesian Ambassador also said that Indonesia is currently prioritizing the 'Global Health Architecture' as one of its priority policy issues.<sup>40</sup> From these

activities, we could summarize that Indonesia seeks to rebuild the Japanese society's understanding and sense of familiarity that the Indonesian government is very competent and responsive in response to global issues, including controlling global health challenges such as the Covid-19 pandemic.

Furthermore, referring to the concept of a country's image branding, it could be analyzed that the Indonesia's relationship building strategy through IJFD has succeeded in becoming a concrete effort to improve the image of Indonesian people, investment, exports or trade, and government in Japan in 2022-2023. This can be seen from the Japanese society who increasingly perceived that the Indonesian people, especially its human resources, are competent and have a good character. Especially, in the case of Indonesian human resources working in Japan. This is a factor that improves the image of Indonesian people in Japan. Conversely, the Indonesian Embassy in Tokyo have also successfully promoted Indonesia's image in the tourism and socio-cultural sectors through IJFD.<sup>41</sup> These the activities have become concrete efforts to build an understanding of the Indonesian government's competence and responsiveness towards global issues.<sup>42</sup> Hence, this strategy has also been a tangible effort in improving the image of Indonesian investment and export or trade in Japan, categorized by the Indonesian Embassy in Tokyo as the economic image indicator.<sup>43</sup> As a result, there has been increased enthusiasm and interest among Japanese society in understanding Indonesian culture and investing in Indonesia and getting to know Indonesian products, such as the Indonesian biomass products.

## **Conclusion**

This research concludes that Indonesia's public diplomacy strategy to improve image in Japan through Indonesia Japan Friendship Day (IJFD) in 2022-2023 had been carried out through a three-dimensional process, i.e. news management; strategic communication; and relationship building. Initially, the IJFD's news management strategy was carried out through digital media by domestic and foreign media actors, including the Indonesian Embassy in Tokyo, PPI in Japan, and Indonesian communities in Japan, towards Japanese influencers, Japanese universities' media, and Japanese online news portals. Secondly, strategic communication during IJFD was carried out through the establishment of a special "One Heart" theme in the celebration of the 65 years of Indonesia-Japan relations, strategic activities during the Indonesian festival, such as the performance of Indonesian integrated cultural arts, workshops drama parades and performances, Indonesia Fair, to speeches and meetings of representatives of the Indonesian Embassy in Tokyo with Japanese stakeholders. Finally, IJFD's relationship building strategy was carried out through the Ambassador Goes to Campus program and strategic forums that

seek to build long-term Indonesia-Japan relations. Therefore, this research finds that Indonesia's public diplomacy through the IJFD has succeeded in becoming a concrete effort in improving Indonesia's image in Japan in 2022-2023 in all indicators, which are tourism, people, culture, export or trade, investment, and governance.

## Endnotes

<sup>1</sup>Citra Hennida, "Diplomasi Publik dalam Politik Luar Negeri," *Jurnal Masyarakat, Kebudayaan dan Politik* XXII, no. 1 (2009): 17–23.

<sup>2</sup>Ibid.

<sup>3</sup>Akhamd Khatibul Umam, "Diplomasi Budaya Jepang melalui Jakarta-Japan Matsuri tahun 2008-2017" (Skripsi Sarjana, Jakarta, UIN Syarif Hidayatullah Jakarta, 2018), <https://repository.uinjkt.ac.id/dspace/handle/123456789/42788>.

<sup>4</sup>KBRI Tokyo, "Laporan Kinerja 2022 Kedutaan Besar Republik Indonesia (KBRI) Tokyo" (Tokyo: KBRI Tokyo, 2023), 40.

<sup>5</sup>KBRI Tokyo, "Laporan Kinerja 2021 Kedutaan Besar Republik Indonesia (KBRI) Tokyo" (Tokyo: KBRI Tokyo, 2022), 85.

<sup>6</sup>Ibid., 38.

<sup>7</sup>Ibid., 40.

<sup>8</sup>KBRI Tokyo, "Laporan Kinerja 2023 Kedutaan Besar Republik Indonesia (KBRI) Tokyo" (Tokyo: KBRI Tokyo, 2024), 15.

<sup>9</sup>Ibid., 66.

<sup>10</sup>Mark Leonard, Catherina Stead, dan Conrad Smewing, *Public Diplomacy* (London: Foreign Policy Centre, 2002), 8.

<sup>11</sup>Ibid.

<sup>12</sup>Ibid., 11.

<sup>13</sup>Ibid., 14.

<sup>14</sup>Ibid., 18.

<sup>15</sup>Asep Saefudin Ma'mun, "DIPLOMASI PUBLIK DALAM MEMBANGUN CITRA NEGARA," *KOMUNIKOLOGI: Jurnal Ilmiah Ilmu Komunikasi* 9, no. 2 (2012), <https://doi.org/10.47007/jkomu.v9i2.119>.

<sup>16</sup>Asep Saefudin Ma'mun, "DIPLOMASI PUBLIK DALAM MEMBANGUN CITRA NEGARA," *KOMUNIKOLOGI: Jurnal Ilmiah Ilmu Komunikasi* 9, no. 2 (2012), <https://doi.org/10.47007/jkomu.v9i2.119>.

<sup>17</sup>Leonard, Stead, dan Smewing, *Public Diplomacy*, 11.

<sup>18</sup>Ibid., 11.

<sup>19</sup>Ibid., 13-14.

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