

## **THE PHENOMENON THAT INFLUENCED THE DEVELOPMENT OF COOL JAPAN IN INDONESIA**

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### **ABSTRACT**

As it is well known that Japan has many unique cultures that can attract people from other countries. Since the mid-1960s, Japanese culture, especially popular culture, has continued to develop to this day. The peak of its development was in 2002, when an article written by Douglas McGraw entitled "Japan's Gross National Cool" was published in Foreign Policy Magazine. This article is the reason for the emergence of a new term called Cool Japan, which is used to describe all cultures originating in Japan. Japan then used Cool Japan as one of its diplomatic strategies, especially for countries in Southeast Asia. As a cultural diplomacy strategy, Cool Japan has several advantages or benefits for the Japanese Government, such as: to build a positive image to the people of Southeast Asia, to develop the country's economy through the cultural industry as well as a tool to compete with cultural products from China and South Korea.

**Keywords:** Cool Japan, Anime, Manga, J-Music, Cosplay.

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### **INTRODUCTION**

In the current era of globalization, war is considered not the only way that can be used to spread the influence of a country, there are various ways that can be used to do this, one of which is through culture. Culture is an important thing owned by community groups that play a role in forming, maintaining, and maintaining social relations in society (Cole, 2019). Culture always evolves and develops with the times. One form of culture that is developing very rapidly is popular culture or pop culture, which is a culture that is formed to entertain the public at large and is produced to be widely commercialized to the market.

One of the countries that is known to be successful in utilizing culture as its main strength is Japan, which currently has the status of a cultural superpower because of the many cultures that Japan has, and the high interest of the world community in Japanese culture (Hoskin, 2015). However, before becoming a cultural superpower, Japan was one of the most powerful economies in Asia and in the world, as shown by Japan's rapid economic growth with an average increase in GDP (Gross Domestic Product) reaching 9.1% from 1953 to 1973 (Valli, 2012). Japan is also a country that has succeeded in maximizing its industrial sector and

technological innovation so that it can increase the demand for Japanese goods and services for other countries (Valli, 2012). In addition, Japan also managed to overcome the oil crisis which resulted in a fairly rapid economic recovery compared to Western countries (Mugasejati, 1999).

However, the Japanese economy experienced a decline in the 1990s which was marked by a recession due to the bursting of the Japanese economic and market bubble (Mugasejati, 1999). This event is known as Japan's lost decade which describes the recession and stagnant economic growth in Japan for almost 10 years so that the average annual growth of Japan's real GDP only reaches 1.2% (Yoshino & Taghizadeh Hesary, 2015). There are several factors that caused Japan to experience a recession, ranging from the fragility of credit policies and banks that caused bad loans to bank collapses (Mugasejati, 1999). Japan is finally looking for a way out to overcome the recession and restore Japan's strength as before. The element of soft power owned by the Japanese state through its culture was ultimately chosen as a strategy in improving the economy and image of Japan (Tao, 2018).

Since Japan is a country that has so many cultures, the country known as the country of the rising sun has an interesting and unique traditional culture, such as kimono, bushido, and bon odori festivals that are able to attract the interest of the global community (Sanjaya, 2015). In addition, Japan also has several cultures which are the result of adoption from foreign cultures by adding Japanese unique values, such as anime and manga inspired by Disney's production in 1910-1920 (Erwido, 2018). From the development of existing culture, Japan has a desire to commercialize its culture and dominate the world culture market through traditional culture and popular culture. The popularity of Japanese culture in various countries has been exploited by the government by making policies to support their cultural industries through the Cool Japan Initiative in 2011 (Tao, 2018). The Cool Japan Initiative aims to spread Japanese culture through promotions in the creative industry sector all over the world. What Cool Japan wants to achieve is to gain influence from other countries and maintain its status as a cultural superpower country (Tao, 2018). Indonesia is one of the countries that is considered potential to be a market for Japan. The rise of anime and manga that are present in Indonesia and the popularity of anime which is manifested by the high number of anime shows in Indonesia raises the view for Japan that Indonesia is a country that can be a target for spreading culture through its products in Indonesia (Erwido, 2018). Japan also considers Indonesia as the right country to increase its influence as a cultural superpower country through the spread of culture in Indonesia. Cool Japan is considered to be one of the right programs in Japan's efforts to spread its culture to Indonesia. This study aims to find out how the Japanese state popularized Cool Japan in Indonesia. So that through this research, it is hoped that the Indonesian state will be able to learn the methods used to popularize the original Indonesian culture to other countries.

## **METHOD**

This research uses descriptive research method. This method can describe the results of research in a narrative manner towards something being researched. This research begins with collecting data and information related to the object of research as a basis. In collecting data the author uses the literature study method, namely collecting data from the internet, and several articles. Qualitative research is considered easy in the development of this research,

this research will be in the form of descriptive analysis supported by data arranged sequentially so that it can be conveyed properly to the reader.

## **RESULTS AND DISCUSSION**

Japan, which is one of the countries that has the main strength in the form of many types of Japanese culture, which at this time already has the status as a cultural superpower. From the development of existing culture, Japan has a desire to commercialize its culture and dominate the world culture market through traditional culture and popular culture. In 2011 through the Cool Japan Initiative, the popularity of Japanese culture in various countries was exploited by the government by making policies to support their cultural industries. Japan has a lot of popular culture that is so famous, including Anime, Manga, Music, Film and Literature which are growing rapidly so that they can be known throughout the world. With the times, Japanese culture became popular in Indonesia. Some forms of Cool Japan that are popular and much in demand by the Indonesian people, for example, are Anime, Manga, J-Music, and Cosplay.

If we look at the Japanese culture of Anime and Manga, which until now have been widely developed, broadcast and published, this is none other than because there are interactions from various parties in Japan including from Anime practitioners and creators where they continue to try to teach and study in packaging. Anime or Manga in a creative industry with the aim of being accepted by the global community. From the above, from Japanese culture, the Indonesian government can learn about how to package its creative industries so that they can be sold to all corners of the world, which in a sense can generate economic value for the country

## **CONCLUSION**

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