

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

Fitri<sup>1</sup>, Aditya Prayoga<sup>2</sup>, Ayu Alfi Syahrina<sup>3</sup>, Nadya Salma Salsabila<sup>4</sup>  
Universitas Diponegoro Semarang<sup>1,2,3,4</sup>  
Fitri @gmail.com<sup>1</sup>, aditya prayoga @gmail.com<sup>2</sup>, ayu alfi syahrina  
@gmail.com<sup>3</sup>, nadya salma salsabila @gmail.com<sup>4</sup>

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**Latar Belakang:** Seperti yang telah diketahui bahwa Jepang memiliki banyak budaya unik yang dapat menarik orang-orang dari negara lain.

**Tujuan:** tujuan untuk menyebarkan budaya Jepang melalui promosi di sektor industri kreatif ke penjuru dunia. Yang ingin dicapai oleh Cool Japan adalah untuk mendapatkan pengaruh dari negara lain dan mempertahankan statusnya sebagai negara cultural superpower (Tao, 2018).

**Metode:** Penelitian ini menggunakan metode penelitian Deskriptif. Metode ini dapat memaparkan hasil penelitian secara naratif terhadap sesuatu yang diteliti.

**Hasil:** hasil penelitian secara naratif terhadap sesuatu yang diteliti. Pada penelitian ini diawali dengan pengumpulan data dan informasi yang berkaitan dengan objek penelitian sebagai landasan.

**Kesimpulan:** Jepang yang merupakan salah satu negara yang memiliki kekuatan utama berupa banyaknya jenis kebudayaan Jepang yang mana pada saat ini sudah memiliki status sebagai cultural superpower. Dari perkembangan kebudayaan yang ada, Jepang memiliki keinginan untuk mengkomersilkan kebudayaannya dan menguasai pasar kultur dunia melalui kebudayaan tradisional maupun budaya poplarnya. Pada tahun 2011 melalui Cool Japan Initiative popularitas kebudayaan Jepang di berbagai negara dimanfaatkan oleh pemerintah dengan membuat kebijakan untuk mendukung industri budaya mereka.

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**Kata kunci:** Keren Jepang; Anime; Manga; J-Music; Cosplay

**Abstract (English)**

**Background:** *As is well known that Japan has many unique cultures that can attract people from other countries.*

**Objective:** *The goal is to spread Japanese culture through promotion in the creative industry sector to all corners of 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).*

**Methods:** *This research uses descriptive research method. This method can describe the results of research in a narrative manner to something that is being studied.*

**Results:** *the results of research in a narrative of something that is being researched. This research begins with collecting data and information related to the object of research as a basis.*

**Conslusion:** *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.*

**Keywords:** Cool Japan; Anime; Manga; J-Music; Cosplay

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\*Correspondent Author :fitri  
Email : Fitri @gmail.com



## **BACKGROUND**

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 (Taylor et al., 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 (Radford et al., 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. (Baumgardner et al., 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% (Praditya & Arisanto, 2021). There are several factors that caused Japan to experience a recession, ranging from the fragility of credit and bank policies 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 possessed by the Japanese state through its culture was ultimately chosen as a strategy in improving the economy and image of Japan (Wang, Xu, Wang, & Tao, 2018).

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Since a long time ago Japan is a country that has so many cultures, the country known as the country of the rising sun has interesting and unique traditional cultures, such as kimono, bushido, and so on. a bon odori festival that is able to attract the interest of the global community (Tao, 2018). In addition, Japan also has several cultures that are the result of the adoption of foreign cultures by adding unique Japanese values, such as anime and manga inspired by Disney's production in 1910-1920 (Erwindo, 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 promotion in the creative industry sector to all corners of 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 are 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 become a target for the spread of culture through its products in Indonesia (Erwindo, 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 indigenous culture of Indonesia to other countries.

Cool Japan is a term used to refer to popular culture owned by the Japanese state. The existence of Cool Japan has existed among the daily lives and activities of Japanese people which is considered normal by Japanese people but is considered unique and a new thing for people from other countries, including anime, manga, clothing, food and various traditional Japanese commodities and all kinds of things. things about Japan that are considered as new things that have never been encountered by people from other countries are things that are included in the term Cool Japan. (Dellestrand & Kappen, 2012). The term Cool Japan originated from the publication of an article entitled Gross National Cool written by Douglas McGray in Foreign Policy magazine in 2002. This article made the term Cool Japan more prominent which was later developed by the Japanese government into a strategy. In the article that he wrote McGray described the success of Japan that comes from Japanese popular culture such as

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manga and anime, design, fashion, lifestyle. McGray views that the fame of Japanese culture has built a new image for Japan which has a good impact on the national GDP and has the potential to increase its global appeal.

At first the Japanese government wanted to use Cool Japan, especially its popular culture for the purpose of cultural diplomacy with other countries in order to create an image of Japan as a peaceful and culturally rich country. But then, they also realized the potential for economic gain from their popular culture. In 2005, the Japan Export and Trade Organization (JETRO) reported that Japan's creative industries (anime, manga, film, publishing, recording, etc.) generated profits that when combined could reach half of the value of the profits of the Japanese automotive industry.

After the report from JETRO, the Japanese government carried out two strategies. Cool Japan as a tool of public diplomacy and as an economic motor. This can be seen from the ambition of Taro Aso who at that time became prime minister, Aso dreamed that the anime and manga industry would generate new productive sectors and open up many new jobs. Of course, this is different from before the appearance of McGray's article. In the past, this creative industry actually existed, but it was still run by the private sector without much government intervention. If we look at the campaigns of the Japan Foundation (JF) in the period before the 2000s or early 2000s, it appears that the Japanese government has not campaigned much for popular culture, such as Ikebana (the art of flower arrangement), chanoyu (tea ceremony), shodo (calligraphy), and traditional culture that is still being promoted. Only in 2004, JF began to actively bring popular culture. MOFA (Ministry of Foreign Affairs of Japan) itself has only just begun to become an active sponsor in several popular cultural events such as the World Cosplay Summit which was held in 2006. Meanwhile METI (Ministry of Economy, Trade and Industry) has only recently become a sponsor in 2008 and is active as a sponsor, coordinator of cultural dissemination and trade of Japanese cultural commodities from 2010-2011. Currently the Japanese government can be said to be the coordinator and also an active supporter in the campaign to spread Japanese popular culture in various countries. The goal, image and economy.

## **RESEARCH METHODS**

This research uses descriptive research method. This method can describe the results of research in a narrative manner to something that is being studied. 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**

A. The entry of Cool Japan in Indonesia; Starting from something that was not realized before, Japanese Popular Culture or Cool Japan has proven to be able to be used as a form of cultural diplomacy used by Japan that can create good relations with many countries in the world. 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. One of the popular cultures favored by the world community is Anime. There have been many anime that can be said to be successful and can be accepted by the world community which of course increasingly raises the name of the State of Japan in all countries that broadcast the Anime they create.

In Indonesia, the spread of Japanese popular culture, Anime and Manga began in the 1990s with the publication and broadcast of Doraemon, one of the animations that is still broadcast and favored by the Indonesian people today, which was then followed by the publication of other Anime and Manga, such as Sailor. Moon, Dragon Ball, Pokemon, Digimon and others. Until now, there have been many Anime and Manga that have been aired and also published in Indonesia. Like manga published by several well-known publishers such as Elex Media Komputindo, M&C, and Level. Likewise with Anime which is still being broadcast on several private television stations in Indonesia, such as RCTI with Doraemon, Net TV with My Hero Academia, GTV with Naruto Shippuden, and various other anime.

B. Cool Japan which is popular in Indonesia; The following are some forms of Cool Japan that are popular and favored by the people in Indonesia: Anime is an animated cartoon picture that has the characteristics of the Japanese state which is usually a film or series with several episodes in it and has differences with cartoons from other countries. Meanwhile, Manga is a comic which in the way of drawing has characteristics with a distinctive Japanese style that distinguishes it from comics from other countries. The thing that distinguishes between Anime and Manga with Cartoons and Comics from other countries apart from the character design is the storyline, Anime and manga usually have a storyline that is more complex and more real than cartoons.

Basically Anime and Manga are one unit, this is because it is commonplace if Anime is the result of an adaptation of Manga. Even so, some Anime production companies in Japan will only adapt Manga that gets a positive response from readers. Until now, there have been a lot of Anime and Manga that have been aired and published in various parts of the world. The development of

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the internet also has a big role in making it easier for everyone to access popular sites to watch Anime. There are several popular sites that are certainly legal to watch Anime, including Crunchyroll, Funimation and Muse which have recently become very popular in Indonesia because of the ease of accessing them.

Japanese Music is one form of popular culture that was introduced by Japan through Cool Japan throughout the world. The presence of J-Music in Indonesia can be seen from the emergence of JKT48 which has existed since 2011 until now in the Indonesian music scene. JKT48 itself is an idol group inspired by AKB48, an idol group from Japan that has expanded its influence by forming other idol groups in various countries. Before The emergence of JKT48 is actually the influence of J-music that was already present in Indonesia J-rock, a band from Indonesia whose appearance and musical style are inspired by Japanese music. The existence of j-rock itself at that time was very loved by the people of Indonesia, this proves that Japanese music has long attracted the interest of the Indonesian people.

music itself has its own characteristics when compared to western music or Korean music which is currently on the rise, musicians from Japan never forget to incorporate culture into each of their musical works. That's what makes Japanese music so different from other music styles, the popularity of J-music is also supported by Anime and Films that use Japanese music as accompaniment so that it can be known by the international community.

Cosplay or Costume Play is a term used to describe a trend where people imitate the appearance of an anime, game or manga character by using costumes and accessories to look similar to the imitated character. Although at this time Cosplay is synonymous with Japan, originally this term came from western culture which we can see from the custom of people from there to wear unique costumes during Halloween and Easter celebrations. Cosplay itself entered Japan in the 70s through an exhibition of unique costumes in one of the prefectures in Japan, and then became a trend in Japan to this day. Indonesia in the early 2000s. Until now in Indonesia, there are many cosplay competitions held in Indonesia, such as Indonesia Comic Con, Showtime, Ennichisai, Glasses Japan UI, and the last one is Clash.

## **CONCLUSION**

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

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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 the sense can generate economic value for the country.

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