

## COMPLETION REPORT

### **Japan's Public Diplomacy in Indonesia: A Case Study of the Japan-East Asia Network of Exchange for Students and Youth (JENESYS) Program**

Ms. Indriana Kartini

Researcher

Center for Political Studies - LIPI

Many powerful countries have begun to utilize soft power and redefine their diplomacy goals by using public diplomacy, and Japan is one of them. Within this framework of public diplomacy, the Japanese government under Prime Minister Shinzo Abe launched the Japan-East Asia Network of Exchange for Students and Youth (JENESYS) in 2007. Under this program, the Japanese government invites around 6000 youths from overseas to visit Japan. Indonesia has participated in the JENESYS programme since its inception by sending many students to Japan.

This study examines Japan's public diplomacy in Indonesia, specifically by looking at the JENESYS programme. It explores the background, rationale, and strategy of Japan's public diplomacy as evidenced by student exchanges with Indonesia through the JENESYS programme. The research method of this study is qualitative that take on the case study method. In doing so, field research was conducted to observe the research case, collect documents and written materials, and carry out in-depth interviews.

By using soft power perspectives, this study has shown that the JENESYS programme plays an effective role in creating strong solidarity among Indonesian and Japanese people and has led to positive perceptions of Japan in Indonesia. This can be seen from Indonesian participants who joined the JENESYS programme stated that they have friendly feelings towards Japanese people and cultures. Moreover, by having experience in visiting Japan, they intend to visit Japan again, either for holiday or study in Japan university. This can be a social capital for Japanese government in the future, as this youth can be important persons or leaders in Indonesia in the future that can be beneficial for Japanese government as they have positive perceptions of Japan.

Examining the results, this study found that as the Japanese government has invested large amount of funding on the JENESYS programme, there were critics from Japanese public in regards to the short term outcomes of the programme. Critics said that by sending high school and university students it would take a long time for Japan to get the outcomes. Therefore, as a response to the critics, in 2015 the Japanese government modified the participants of the programme by sending also professionals from Indonesia to visit Japan in hoping that these professionals would become important persons or leaders in the near future.

In conclusion, it can be stated that the result of the programme has met the objectives of Japanese government in creating strong Asian solidarity and positive perceptions of Japan.

Publication of the Results of Research Project:

Verbal Presentation (Date, Venue, Name of Conference, Title of Presentation, Presenter, etc.)

Date : November 8th, 2016, the Graduate School of Asia-Pacific Studies (GSAPS), Waseda University

Name of Conference : Postgraduate Students Research Workshop

Title of Presentation : Japan's Public Diplomacy in Indonesia : A Case Study of the Japan-East Asia Network of Exchange for Students and Youth (JENESYS) Programme

Presenter : Indriana Kartini

Thesis (Name of Journal and its Date, Title and Author of Thesis, etc.)

Book (Publisher and Date of the Book, Title and Author of the Book, etc.)