

## BAB V

### KESIMPULAN

Hubungan antara satu negara dengan negara lain dipengaruhi oleh berbagai macam aspek. Salah satu aspek yang dapat digunakan untuk melakukan diplomasi adalah aspek budaya. Untuk mendukung agar diplomasi dapat dilakukan dengan maksimal, Pemerintah Jepang membuat beberapa macam lembaga. Salah satu lembaga yang dibuat oleh Pemerintah Jepang untuk membantu Kementerian Luar Negeri dalam melakukan diplomasi budaya dengan melakukan upaya persebaran budaya adalah *The Japan Foundation*. *The Japan Foundation* memiliki kantor pusat yang berada di Tokyo dengan sebuah cabang di Kyoto serta dua pusat pelatihan bahasa di Urawa dan Kansai. Di luar negara Jepang, *The Japan Foundation* memiliki 24 kantor di 23 negara. Salah satu kantor *The Japan Foundation* berada di Jakarta, Indonesia.

*The Japan Foundation* memiliki tiga bidang utama, meliputi: Kelompok Pertukaran Seni dan Budaya; Kelompok Pusat Bahasa Jepang; Kelompok Studi Jepang dan Pertukaran Intelektual. Dalam setiap bidangnya, *The Japan Foundation* memiliki staf ahli dan tim yang bertanggung jawab atas kegiatan yang dilakukan. Dalam melakukan kegiatannya, *The Japan Foundation* Jakarta tidak bisa secara tegas memperlihatkan bahwa mereka melakukan diplomasi kebudayaan. Hal tersebut dikarenakan adanya benturan kepentingan dengan apa yang dilakukan oleh Atase Pendidikan dan Kebudayaan Kedutaan Besar Jepang di

Indonesia. Namun, walaupun setiap kegiatan yang dilakukan oleh *The Japan Foundation* Jakarta sering kali bersinggungan dengan kepentingan tersebut, *The Japan Foundation* Jakarta sebisa mungkin untuk mencegah hal tersebut dengan terus melakukan koordinasi dengan *The Japan Foundation* pusat untuk melakukan setiap kegiatannya. Dengan begitu, mereka juga bisa melakukan kolaborasi dengan Pemerintah Jepang untuk dapat merencanakan program-program yang dapat dilakukan secara berdampingan yang dapat saling membantu dalam implementasinya.

Berdasarkan wawancara dan observasi yang telah dilakukan oleh penulis, *The Japan Foundation* Jakarta telah efektif melakukan promosi budaya Jepang kepada masyarakat Indonesia dengan terlebih dahulu mengubah konsep acara dan memadukan dengan fenomena yang sedang populer di kalangan masyarakat Indonesia. Banyak sekali upaya-upaya yang dilakukan oleh *The Japan Foundation* Jakarta dalam melakukan kegiatan promosi budaya, beberapa diantaranya meliputi: mengadakan acara *Japanese Film Festival* (JFF); pameran *ikebana ichiyo*; mengadakan kursus *chanoyu*; memberangkatkan 49 guru bahasa Jepang ke Jepang. Program-program yang dilakukan dalam setiap bidang dalam kelompok-kelompok di *The Japan Foundation* Jakarta menurut penulis semua memiliki muatan budaya, sehingga setiap kegiatan yang dilakukan merupakan upaya *The Japan Foundation* Jakarta dalam melakukan kegiatan promosi budaya Jepang di Indonesia. Melihat dari hasil angket yang telah disebar dalam setiap kegiatan-kegiatan yang telah dilakukan, penulis menyimpulkan bahwa *The Japan Foundation* Jakarta telah menarik minat masyarakat Indonesia untuk dapat lebih

mengenal tentang budaya dan negara Jepang dan apa yang berusaha untuk mereka sampaikan kepada masyarakat telah berhasil dilakukan secara efektif.

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