

Andalas Journal of International Studies



Aulia Amalina

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M Faris Alfadh

Ketahanan Energi Rusia dan Kerentanan Pasar Asia Pasifik

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Andalas Journal of International Studies	Volume 1	No 2	Page 108-210	Padang Nov 2012	ISSN 2301-8208
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**Andalas Institute of International Studies
International Relations Department
Faculty of Social and Political Sciences
Universitas Andalas**

Andalas Journal of International Studies

ISSN : 2301 - 8208

Published by

Andalas Institute of International Studies – ASSIST

International Relations Department

Faculty of Social and Political Sciences

Universitas Andalas

Padang

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Kampus Limau Manis Padang, 25163
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- Homepage :<http://ajis.fisip.unand.ac.id/>

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Andalas Journal of International Studies

Vol 1, No 2, November 2012

ISSN 2301-8208

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Preface

We would like to express our gratitude toward God the Almighty for the chances to present the readers our second edition of our first volume. It contains the research manuscripts related to the dynamic issues in security in Asia Pacific and its diplomacy. There are seven articles presented in this edition. On diplomacy issues, the first article was written by Aulia Amalina. She wrote about Japan as one of the states which using its popular culture as diplomacy instrument to achieve its national interest. Its popularity also arise in Indonesia which captivate Indonesian young people's attention. In the end, she found that, the soft power is a significant part of Japan's popular culture diplomacy.

Tony Dian Effendi explains how popular culture in East Asia such as K-Pop and J-Pop influence student university in Malang East Java by using comparative public diplomacy studies. Diplomacy in Asia also arises in organization. By doing research, Sarah Anabarja explores the effectiveness of Official Development Assistance (ODA) of Japan in developing country. In her paper she scrutinizes whether or not the implementation this assistance has effectively reached its target and goals. At the end, from theoretical perspective, Witri Elvianti wrote a paper departed from 9/11 phenomenon entitled The Secrecy and publicity of Diplomacy: Question to the Theory of Public Diplomacy.

From security issues in Asia, we could find some interest articles, such as terrorism issue. Reza Kavosh looks at it's in religion terrorism. He argues that even if some people tend to justify violent acts use religion, nevertheless the basic tenets of most religions are peace and tolerance. Furthermore, Faris Alfadh attempts to explain Russia's energy security until the following decades, and its impact on energy security policy on the Asia-Pacific region. The market vulnerability and inequitable competition among countries in the Asia-Pacific region will increase along with Russia's energy security policy. Mohammad Rosyidin also gives explanation about South China Sea Conflict as one of the most destabilizing factors in Southeast Asia. This article seeks to explain why South China Sea conflict does not lead to war among occupants by using constructivist approach. Finally, all constructive criticism and suggestions are really welcome and highly appreciated so that we can do significant improvement for the upcoming edition. Thank you for the insightful thought and the generosity to care to share the knowledge. The journal is continuing to receive very interesting and high quality manuscripts from all over the world.

Editorial Team

**K-pop and J-pop Influences to University Students in Malang, East Java – Indonesia :
A Comparative Public Diplomacy Studies***

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Abstract

This paper discussing the comparison of Korean Pop Culture and Japan Pop Culture to the youth in Malang. One of the important of this research is about public diplomacy using pop culture which creating many fans and lovers. The main purpose of the research is to show how the globalization in culture has influencing the youth in developing country like Indonesia. Malang is one of the city that have many K-Pop lovers and J-Pop lovers. This research is qualitative and using depth interview to get information from the participant as the member of the pop lovers. The result shows that both Korea and Japan's government have role on their public diplomacy by using this pop culture. They are often held the events like competition on music, dance and another shape of pop culture. J-pop has more focus on the animation (anime), cartoon (manga) and costume-player (cosplay). Whereas K-pop has more focus on the drama movie and music. From observation to the pop lovers, the J-pop lovers is more creative because they have a challenge, especially for cosplay to create their own costume to the competition. But for K-pop, they are more focused to learn and imitate the dance style of the Korean artist. But, both of them have significant influence to the options for the university students in Department of International Relations, University of Muhammadiyah Malang to choose Japanese and Koreans as their subject as the third language after Bahasa Indonesia and English.

Keywords : *pop culture, Korea, Japan, globalization, public diplomacy*

*This paper was presented on The 4th International Conferences on Social Sciences, Faculty of Liberal Arts, Prince Songkla University Thailand, Hatyai, April 21, 2012

**Staff Pengajar pada Hubungan Internasional Universitas Muhammadiyah Malang

Introduction

Pop culture is one of interesting social phenomena. Pop culture has appear around us and something influencing parts of our life. We can see many people like and sometime addicted with icon of pop culture. In 20 years ago, Western pop culture has been dominated, but in the end of 1990s and 2000s, Asian pop cultures are also playing significant influences for many people in the world.

Pop culture could not separate with the globalisation especially in economy globalisation. The flood of product come from the industrial countries, does not only bring the functional aspect of the product but also the culture inside. So, this is not only about the product it self but also the culture which come behind, or even come in one package with the product. In the other hand we can see that pop culture is a kind of culture that popularized and supported by globalisation. The globalisation it self also supported by technology of information and mass media (Danesi, 2008). Globalisation has made our live is more open to many thing coming from foreign countries. It is caused by the globalisation that erasing borders. Today, we can see how the border among the countries is so easy to pass, if we do not want to say that the border was

dissappear. Globalisation has brought us more close each other.

Based on that opinion, this article describes about Asian pop culture's influence to the people in host country. Actually there are little bit difficult to identify which culture is it? Which country it is coming from? But, I take two examples. They are Korean pop culture (K-pop) and Japan pop culture (J-pop). K-pop and J-pop are popular in many countries, especially in Southeast Asia region. South Korea and Japan are two industrial countries that have significant role in international economy. From the economic globalisation point of view, we can see that their product have been spread out to many countries in the world, so many people are familiar with them. When their pop culture has become one of the aspect of their globalisation, it is also need few time to make the people familiar with it.

K-pop and J-pop are very familiar with the young people. Teenagers in many countries are like, love and even addicted with the icon of them. They come in many ways and many shape. They brought a new taste that make them different with the Western pop culture, although we can not say that they are totally different with the West. K-pop and J-pop came using the

globalisation of media. Many people getting the information about K-pop and J-pop from media like television and internet. If you live in Indonesia, you will find the soul of K-pop every day in the evening when private TV station broadcast Korean Drama 5 days a week (Usually they broadcast two series a day with totally 2,5 hours a day or about 10 hours a week), and in Sunday morning, from 6am until 10pm, you can enjoying Japanese cartoon series on TV.

In Indonesia, the influences of K-pop and J-pop showed most in fashion and life style. Many young people like to imitate the icon of K-pop and J-pop icon or character. For example, they like to imitate hair style, cloth, music, dance etc. In other hand, K-pop and J-pop influences are also attracting people to learnt Korean and Japanese traditional culture including language. On this matter, Japanese government and South Korea government are catch these phenomena as diplomacy, so they supporting many event related with their pop culture. So, by comparing the influences of them to the young people in Indonesia, I try to find a pattern and differences among them.

Pop Culture

Pop culture have relations with mass culture, where mass culture defines

as pop culture produced by mass industrial techniques and selling to get profit from consumers. In other word we can say that mass culture is pop culture that produced for mass market (Strinati, 2004). There are many definitions of pop culture itself but I tried to use more flexibel definition of pop culture by Hebdige who defines pop culture as groups of artefacs in generally on film, cassette, fashion, TV programes, transportation, etc.

Pop culture which supported by cultural industry has constructed people that not only based on consumption but also made all of culture artefact as industrial product and commodity (Ibrahim,ed, 1997).Pop culture can not separated from daily life, but the question is who is make it to be part of daily life? Is it going on taken for granted? Is it not by design? On this matter, technology playing important role to not only producing cultural product but also disseminating it. Michael Schudson tried to mapping the study of pop culture. He separated on three types of study. First, studies about the production of cultural object, second, studies about the meaning of cultural object and third, study about relations between cultural object and its meaning by subpopulation or general population. So, pop culture can be understood as beliefs,

practices, organized object which disseminating to populations. Pop culture also understood as a way for new domination. It is as a center of global culture debates. Influence of pop culture to the population creating a society that called commodity society. It is showed by many new popular magazine, private TV station, elite home living, tourism, entertainment, mall and other entertainment industries. pop culture is also describe about society because actually it playing role as reflection of societal dynamic where power inside it can shape cultural ideals, generating resistance and activism. It is also represent of social change (Fedorak, 2009).

This article does not want to analysed in theoritically about pop culture, but just describe about the impact and influences of pop culture (K-pop dan J-pop) to university students in Malang, Indonesia. But the theoritical frame work is needed to construct the way of thinking on this research. I am defines K-pop and J-pop that shaped on serial drama, movie, music, dance, food, fashion, cartoon, comic etc, as a part of pop culture. The reason is that such kind of culture has mass production, disseminated by technology and in several creating profit.

Public Diplomacy

The growing of technology, information and transportation made some change in recent era. The diplomatic activity is not exclusively done by official diplomatic actor under state. Harold Nicholson said that the growing of communication technology caused the role and function of a ambassador in decreasing and diplomats has turn down their level as administration (Olson and Sonderman,1974). It showed that now, in diplomacy field, public role can not be stoped. The complexity of the problem and human relations supported by the technology of information and transportation made public diplomacy is more important and significant.

The practice of Diplomacy today is influenced by some factors. They are revolution on technology of information, the increasing of mass media roles, globalization in business and financial system so increasing the activity of economic diplomacy, the increasing of public participation in the international relations, growth of complex issues cross the state borders like human right, environment, refugees, terrorism, international crime (Hermawan, 2007). This is has implication that the international problems now is under all public responsibility. This consideration

has been empowering the citizen diplomacy or public diplomacy (Djelantik, 2008). The supporters of public diplomacy believe that there are no one action and phenomena in international nor domestic initiatives that beginning on public opinion analyze. Now, there are about more than 15.000 NGOs included in the international problems.

In public diplomacy, society both in group and individual can give initiative for government policy and included in the activities that should to be made the public opinion in other state. Public diplomacy has also decreasing the state border. In the global communication, the public opinion has influenced effectively the government's behavior. Activity and influence of non government has growth both in amount and types.

Actually there is no fix concept about the public diplomacy. There are many arguments about it. According to the Planning Group for Integration of USIA into Department of State on June 20, 1997, public diplomacy is defined as the effort to promote the national interest of the United States through understanding, informing and influencing foreign audiences. The differences between public diplomacy and public affairs is if public affairs is about how to inform to the public about the

policy, but public diplomacy has needed two wave communications and it directed to the international publics (<http://www.publicdiplomacy.org/1.htm>).

In the Dictionary of International Relations, public diplomacy defined as the government effort to influencing the public opinion in other countries by some instruments like motion pictures, cultural exchanges, radio and television (U.S. Department of State, 1987).

Jan Mellisen looking the public diplomacy liked the old wine in the new bottle (Mellisen, 2005). The arguments about the power of public opinion actually was created from the World War I. E.H Carr wrote that the power over opinion was not less essential for political purposes than military and economic power and has always been closely associate with them (Carr, 1983). The differences between public and traditional diplomacy is about its target. The traditional diplomacy focused on the representative of the state and usually using official relations, and public diplomacy focused on the public in the other countries and non official groups, organizations and individuals (Mellisen, 2005).

Public diplomacy has also known as an instrument of politics. It is used by states, associations of states and non state

actors to understand culture, attitudes, and behavior, build and manage relationship, and influence opinion and actions to advance interests and values. In the twenty first century, the changing of the globalism, network structures and new technologies are transforming scholarship, governance and state-based public diplomacy (Gregory, 2008). These changing has brought the non state actors as the main actor as like as the government or official diplomacy. They can using their capability that sometime not directly related with politics so it can be understood easier by other. That's why the public diplomacy is very useful to made mutual understanding to avoiding the conflict that has caused by misperception. And one of the important implementation is by exchange programs (Hoge Jr, 2003).

Public diplomacy has also defined as an effort when a government in a nation tried to influence public or elite opinion in a second nation for the purpose of turning the foreign policy of the target nation to advantage (Manheim, 1990). It is also about a communication process of a government to the other countries' peoples to sending a message about the nation's ideas and ideals, its institutions and cultural to build the understanding (Tuch, 1990).

Leonard noted the hierarchy impact of public diplomacy. From his noted, public diplomacy has actually like the huge effort from all elements of the country from official and non official actors, government, private, NGOs, business, even individual. This effort using many ways from culture, education, economy, tourism, global issues etc. He was divided the hierarchy into four groups (Leonard, 2002).

Table1. The Hierarchy impact of Public Diplomacy

Hierarchy	Activities
Increasing people's familiarity with one's country	Making them think about it, updating their images, turning around unfavourable opinions
Increasing people's appreciation of one's country	Creating positive perceptions, getting others to see issues of global importance from the same perspective
Engaging people with one's country	Strengthening ties from education reform to scientific co-operation; encouraging people to see us an attractive destination for

	tourism, study, distance learning; getting them to buy our products; getting to understand and subscribe to our values
Influencing people	Getting companies to invest, publics to back our positions or politicians to turn to us as a favoured partner

Source : Mark Leonard *et al.*, 2002, *Public Diplomacy*, The Foreign Policy Centre, London, p.8

Data and Methodology

This research is qualitative research. The data have founded by reading some research paper and also interview with 50 university students in Malang. There are two type of university students who as respondent on this research. First, university student who involve to the K-pop or J-pop community in Malang. Usually they have a membership of this community. Second, university student who does not involve to the community but they have interest to K-pop and J-pop. Usually they are act independently. Beside independent and community based university student, I also took university student who learn Korean language and Japanese language in University of

Muhammadiyah Malang’s Language Center. The information that gets from the respondent are about their reason to like K-pop or J-pop, their opinion about K-pop and J-pop and also their opinion about the influences of K-pop or J-pop to thier daily life. By analysing data from the respondent and also from research paper before, I am comparing the impact of K-pop and J-pop to the university student to find the different pattern and process. The research has focus on the opinion of respondent about K-pop and J-pop, kind of pop culture which they like and the reason and their daily life which change caused by influence of the pop culture.

K-pop and J-pop in Indonesia

In 1980s untill 1990s, when Japan enjoyed their position as the second economy power in the world, people is not only familiar with their product, but also their culture (JETRO, 2005; McGray, 2002). This phenomena, especially in Southeast Asia region, can not separated with Japan’s foreign policy in the end of 1970s. The policy called Fukuda Doctrine. This doctrine explain about Japan’s new approach to the people in Southeast Asia countries. The approach is using culture as same Asian people. So this doctrine famous with the term of “heart to heart diplomacy”. Japanese approach to the

countries was used their economic power by gave many aids programs but in other hand they also used culture by introducing their culture, language and lives to the people. In Indonesia, in 1980s peoples are familiar with the Japanese serial drama called *Oshin*. The national TV station owned by government, TVRI (*Televisi Republik Indonesia*), broadcast *Oshin* to all of area in Indonesia. In short time, *Oshin* become the icon of Japan in Indonesia. And in 1990s, when government change their regulations by giving an opportunity for private to built private TV station, RCTI (*Rajawali Citra Televisi*) as the first private TV station in Indonesia, tried to broadcast Japanese cartoon *Doraemon*. On that time, *Doraemon* appeared as new idol challenging *Donald Duck* and *Mickey Mouse* as Walt Disney's icon which broadcasted by TVRI. Until today, *Doraemon* series still broadcast in the RCTI every Sunday morning and *Doraemon* movie also broadcast on holiday.

Japan pop culture is not only on movie and animation, but also on comics and other pop culture behind it. Japanese comic or *manga* has also influence many people. There are hundreds series of *manga* which enjoyed by Indonesian people. *Manga* is not only as kind of book

but also item of industry. *Manga* had mass industrialized to serve million peoples, and almost every two weeks or once a month the new series of *Manga* launched. In other hand, *manga* and *anime* (popular name of Japanese cartoon), also create other shape of pop culture. They are *otaku* and *cosplay*. *Otaku* is a community of the people who like Japanese pop culture especially *anime* and *manga*. Many of them are addicted to *anime* or *manga*. *Cosplay* is costum player, a community who like to create and wear the costum of character in *anime* or *manga*. Usually they are make a group and draw and sew costume that weared by *anime* or *manga* character which they like. Both *otaku* and *cosplay* often organised an event in a month or three months to gather and sharing information and models. Usually they wear many costume of *anime* and *manga* character on that event. The event is not only on the local, but sometime in national levels.

Japanese pop culture also influence in fashion. *Harajuku* style is one of the most famous Japanese pop culture on fashion. They have their own character on hair style and mode of clothes. Many young people in Indonesia also tried to follow this fashion. So, today we will found many harajuku shop in cities in Indonesia.

In other hand, Korean pop culture actually have been booming in Indonesia in 2000s. Korean pop culture wave was appear in Indonesia, when one of private TV station, Indosiar, was broadcast *Endless Love* Korean serial drama in 2000. Following success of *Endless Love*, Indosiar also broadcast one of the famous Korean drama, which also booming in Japan, *Winter Sonata*(Chua & Koichi, 2008). Year by year, Korean drama almost everyday broadcast in the evening time of TV station Indosiar which broadcast nationally. But in the late of 2007, the Korean wave has growing not only on the TV drama, but also in music and style. The booming of Korean music and fashion, was boomed when Indosiar broadcast *Full House* which raising Korean artist Rain and Song He Kyo. Consumers in Indonesia starting to enjoying Korean music, modern dance and fashion. Many fashion store has sold Korean collection and in the short time buyed by young people.

Korean wave is also in music and dance. Some Korean boybands like Suju, Shinee etc, and also Korean girlband like Girl Generation so popular here. Indonesian young tried to imitate this style. Smash, Cherrybell etc are one of example of Indonesian boy and girl band who like to following Korean style. Indonesian

people do not only enjoy the music but also their modern dance. Although actually many Korean music and dance has imitate Hop Hip and R n B style, but many K-pop lover (a community where Indonesian young people like to Korean pop culture) thought that is does not matter.

Hallyu or Korean pop culture, trying to replace the Japan pop culture which popular before. But the question is : are K-pop really replace Japan pop culture? A research in 2011, which also discussed on one biggest internet community in Indonesia, showed that J-pop still dominate than K-pop in Indonesia. Although in other countries in Southeast Asia, showed that K-pop is more popular, but in Indonesia J-pop still dominate among the people. In the Philipine, there just 3,0% of the respondent of the research said like J-pop and 5,4% peoples like K-pop. In Thailand only 3,3% people like J-pop and almost three times from J-pop, K-pop have liked by 12,2%. In Singapore about 6,2% people like J-pop and 9,6% like K-pop. In Malaysia about 2,3% people like J-pop and 3,3% people like K-pop. the extrem data showed in Vietnam when only 0,6% people like J-pop and 11,3 % like K-pop. What about Indonesia? Indonesian people showed different result than other Southeast asia countries. 1,3% peoples in

Indonesia like J-pop, and only 0,3% peoples like K-pop. another independent survey on internet showed that 393 voters vote K-pop or about 43,28% and 450voters vote for J-pop or 49,56%, and about 65 voters or 7,16% abstain (News Every, TV Program,

<http://www.youtube.com/watch?v=AcRFRwkKMA>, 2011)

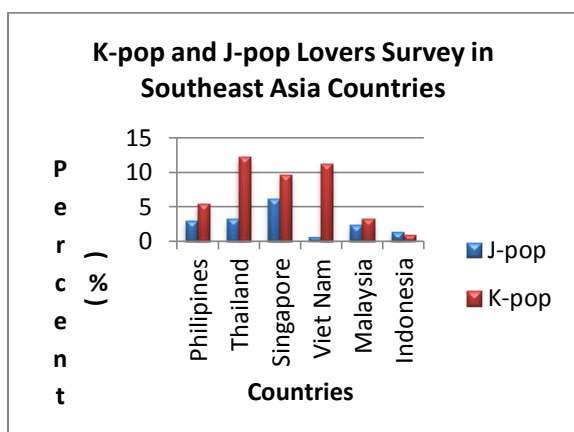


Figure 1. Kpop and Jpop Lovers Survey in Southeast Asia Countries by NTV (Japanese TV station)

Source : "News Every", TV Program (NTV), video can be downloaded on <http://www.youtube.com/watch?v=AcRFRwkKMA>, 2011

In internet, Indonesian people in last two year likes to search anything about Kpop. In the Google Trends data showed that Kpop searching is increasing very high in 2011than Jpop. The trends also showing that since 2004, popularity of Jpop has decreasing. Google trends is a report about what something to be trends in the society by using number of searching keywords about the trends like Kpop or Jpop. Google will account the

number of searching of the people who looking for information about Kpop and Jpop.



Figure 2. Google Trends on Kpop and Jpop in Indonesia

Source : Google Trends report (<http://www.google.co.id/trends/?q=kpop,+jpop&geo=idn&sa=N>)



Figure 3. Google Trends on Kpop and Jpop in East Java Province, Indonesia.

Source : Google Trends Report (<http://www.google.co.id/trends/?q=kpop,+jpop&geo=idn.ji&sa=N>)

Findings

Malang is one of center of education in Indonesia, especially in East Java. There are about more than 50 millions university students study there in about 20 higher education institutions. K-pop and J-pop also popular in Malang. There are many events held by communities who like K-pop and J-pop

lovers. They are establish a community to share information, gathering and held events. There are two biggest J-pop lovers community in Malang. They are *Cosuki* and *J-zone*.

Cosuki is the name of community where the members like to do *cosplay*. They have about 50 members and their main base camp is in State University of Malang (SUM). This place choosed as base camp because the members of this community come from this university. Two days a week they make a gathering to share information about the newest models or pictures of *anime* or *manga* characters. At least once a year they held like *costplay* exhibision to show their crativity. The second community is *J-zone*. *J-zone* is not specialized like *Cosuki* which focus on *cosplay* but more for fashion, *manga* drawing and music. Usually they held music competition, *fashion* show and *manga* drawing learning.

University students who like K-pop also have a community. It is called *Malang K-pop Lovers*. They have hundreds members, which spreading in many universities in Malang. Their activities usually held a gathering, exhibision and competition. They like to show fashion, food, and discussion about the newest information about Korean artist. They also

have held Korean dance and singing competition. Something interesting about this community is the leader of *Malang K-pop lover* is Korean who work in Malang. So thats why, in some events they held, usually they got support from Korean government agency like KOICA (Sue, 2011).

K-pop lovers and J-pop lovers have different story on their touch with K-pop or J-pop. almost all of the member of J-pop lovers have been touch by Japan pop culture when they were child. Some J-pop's character are familiar with their experience. They knew Japanese cartoon and comics when they were in kindergarten and elementary school. This phenomena cause they have deep feeling on its culture. It is showed when they like to follow fashion or music, or their passion to learn Japanese language. When asked about the reason they like J-pop, they answer that Japan pop culture have strong value and character. The strong value showed on the story and style. They said that Japan pop culture have special characteristic that distinguish them form other pop culture. Another reason is because they think that Japanese have beautiful tradition and culture and they are sucess to combine between traditional and modern culture. They also thought that J-

pop also gave them many lesson about working ethic like work hard, patient, carefull and process orientation.

Almost all of the members of K-pop community have known about K-pop when they were teenager. This is because K-pop wave has come later than J-pop and the the theme majority is about love relations. In other hand, many K-pop character story and theme are about teenager life, so this is not similar like J-pop which some of their characters are familiar with the children. It is rather different than J-pop, they have known K-pop almost by mass media like TV. TV playing important role to disseminating Korean pop culture wave or *hallyu*. As the member of the community said that the reason they love K-pop because K-pop also provide a new value. Although some K-pop adopt Western style like R n B music and also Hip Hop, but they packaged it with Korean taste like their fashion. Comparing with Japanese drama, Korean drama showing more romantic story and more tauching and easy to understand. But similar with J-pop lovers, K-pop lovers is also supporting their passion to learn Korean language. In the last two years, Korean language became popular among the young in Malang, replacing Chinese language. Beside

national Indonesian TV, K-pop lover also can enjoying K-pop by watching Korean TV station on TV network in Indonesia. They can pay only about US \$ 80 a month to enjoy two Korean TV station like *Arirang* and *KBS World*. It is little bit different with J-pop lovers who want to enjoy Japanese TV stationlike *NHK* which they have to pay more expensive about US \$ 150 a month.

Actually in some Korean drama and also Japanese *anime* and *manga* story have similar value. Both K-pop lovers and also J-pop lovers said that Korean drama usually describing about friendship, love relations and also family. This is also appear in Japanese *anime* or *manga* story. But the difference among them is about how to told it to the consumers. Like I have explained above, Korean drama actors and actress almost of them is adult or teenager people, so the story will influence for the adult and teenagers, but for Japanese *anime* and *manga* almost of them consumed by children. Although J-pop has consumed by children, but the character and value inside have brought untill they become teenager or adult. So thats why, the member of J-pop community are also come from adult people, event a manajer of bank and also medician.

Table 2. Reasons to love K-pop and J-pop

	K-pop	J-pop
Name of community	Malang K-pop Lovers	J-zone Cosuki
Coordinator of community	Koreans and Indonesian	Indonesian Almost Child
The first time touching	Almost teenager	Friendship, family, love relations
Special value*	Love relations, friendship, family	<i>Anime, manga,</i> fashion, game
Popular - pop culture*	Internet, Indonesian	Internet, Indonesian TV, comics, magazine
Information acces	TV, Korean TV, magazine	(band/Japanese rock), language
Influences to daily life*	Fashion, music interest (boyband/girl band), language	More specialized to the kind of J-pop which fans's likes and fanatic
Fanaticism	Majority as commons fans, few	

fanatic in the group

Note :

*) This is from the most popular to the least popular

Both K-pop and J-pop influencing lovers daily life. Some respondents who like K-pop said that it is influencing on their fashion and music interest. They love K-pop style because they think that it is fashionable and easy to follow. Korean style is more romantic and simple. The style like hotpants, shirt, suit, and body shape is popular among them. They also like Korean music. They think that K-pop music, although it is adopting Western modern music, have special value. It is like R n B or Hip hop music with Asian style. Many K-pop lover in Malang influenced and they like to make a music group like boy band or girl band. Another influence is Korean language. The interesting toward K-pop attracting them to learn Korean language because it can help them to learn Korean culture. So, in K-pop lovers interaction sometime they use Korean words, beside Bahasa Indonesia or using Bahasa Indonesia with Korean slang. But, not all of K-pop lovers really influencing on their daily live. Majority of them are just like common fans, they just like, not

to follow. Although the number member of K-pop lovers is bigger than J-pop lovers, but fanatic fans of K-pop is fewer.

J-pop lover community have fewer number of member than K-pop lover in Malang. But, they are more specific on the kind of J-pop that they like. This specification make them are more influenced by J-pop. The influences of J-pop on their daily life also appear on fashion, music and hobby. J-pop have specific character that make it difference with K-pop. Fashion like *harajuku* or *ganguro* have special character and origin. So for the J-pop lover, following this style can make them special too. Hair style is one of the characteristic that they like. They think that J-pop fashion is cool. J-pop music also have special characteristic. So, J-pop lover likes to make a groupband, than boy band or girl band. One of interesting from the interview is, some of J-pop lover who like *cosplay* said that they have positive change when they like to save their money to supporting their hobby. They said that J-pop is also give them positive value like work hard and wise on money using. The similiarity of J-pop lover with K-pop lover is about language. They also learn Japanese language to learn more about Japanese culture. So, for J-pop lover, because of their specific interest on

specific J-pop, they are more influence than K-pop and the fanatic members is bigger too.

K-pop and J-pop as Public Diplomacy

How are K-pop and J-pop used as tools of public diplomacy? Japan's government likes to use pop culture as a tool of public diplomacy. They used some icon of J-pop as ambassadors. On March 2008, Doraemon, one of famous icon of *manga* inaugurate as Anime Ambassador, and on May 2008, Hello Kitty also used as Tourism Ambassador. Both of them used to strengthening cooperation and friendship between Japan an other countries. Harajuku style is also used as tools of Japan's public diplomacy. Ministry of Foreign Affairs, choosed three girls to be speciall ambassadors (it is called *Kawaii Ambassadors*) to introduce Japan's fashion to the people in foreign countries. Japan's government also creates International Manga Award, an international event which invites people around the world who like *manga* to following this competition by creating *manga*.

South Korean government also use K-pop icon as a tool of public diplomacy. In 2009, South Korean government was established the Presidential Council on

Nation Branding. This council dedicating to enhancing South Korea's international standing and prestige. Lee Bai-yong, the chairman of this council stated that this is the time for her country to show to the world about it self by build positive image (<http://www.channelnewsasia.com/stories/specialreport/view/3687/1/eyeonbusiness/others/south-korea-works-to-sell-its-brand-worldwide/>). Some Kpop artist inaugurate as Korean ambassadors in some field like Wonder Girls as Korean Food Ambassador, Kim Hyun Joong as UN Ambassador for Social Welfare program, Hyun Bin as Korean Defence Ambassador and many more. Beside use Korea artist as ambassador, Korean Government also use international event relating with Kpop as a public diplomacy tool. For example, Mnet Asian Music Awards 2010 held in Macau, and in 2011 in Singapore. Of course this is not only talk about music industry but also Korean Wave which riding on it.

In Indonesia, South Korean government makes smart way to make approach with Indonesian people. Dewi Sandra, an Indonesian artist has inaugurated as Korean Tourism Organisation's ambassadors (<http://populerkan.com/node/38514>).

South Korean government tries to take local people to engage with their program

with main objective to creating positive image. In some countries in Southeast Asia, mass media company also catch it as business opportunity by established magazine related with Kpop. It also supporting Kpop's wave and influence to peoples.

I think both South Korean and Japan government are like to use pop culture as a tool of their public diplomacy. The main reasons is that pop culture is cheap and easy to use. It is cheap because it has been growing by it self. It is famous by it self, so government can use it for their interest without have to spend much money. Second, it is easy because many people have already know well with Kpop and Jpop. The government just have to more creative to create some program related with pop culture and their interest. One of creative way is using them as icon of diplomacy or ambassadors.

As the case in Malang, Indonesia, while many youth influence and to be addicted with Kpop and Jpop, the next question is what should we do? Of course we can not block or hiding from this kind of culture globalisation. Technology of information today, is very active and touching closely parts of our daily live, so it will difficult for us to avoid it. But if, the people just silent and enjoying this culture

without thought the impact, as soon as possible, we will just to be an audiens who just watch the game without any roles on it, and on the last time we just going to be costumer for any Japan and Korean product which ride on their pop culture. I think we should to aware on this phenomena without trying to reject it because it will very difficult. Many scholars, especially social sciences should to create many research about the impact of East Asian pop culture to the people in Southeast Asian countries. We also can try to take advantages by create colaborative event of pop culture or inside pop culture it self. For example, in Indonesia now, some artist tries to mixing Indonesian culture and Jpop called *harajutik*. *Harajutik* are mixing culture between *harajuku* and *batik*. *Harajuku* is Japan fashion style, while *batik* is Indonesian traditional hand writing costume.

Conclusion : Pop Culture as Soft Power

K-pop and J-pop are a symbol of Asian pop culture today. They are influencing, event addicting many youth in Southeast Asia region. This kind of influences come in different way between them. J-pop was popular first, and K-pop behind but K-pop influence as strong as J-pop. J-pop lovers has been touching with J-pop from child. Many kinds of J-pop

focusing on children like *anime* and *manga*. Thats why J-pop lovers fanaticism is strong. K-pop lovers has been touching with K-pop in teen age. It is because Korean drama and music are focusing on teenagers.

Although K-pop and J-pop influencing in some different aspect but actually they have similarity in disseminating Korean and Japanese value and attracting people to learn and love Korea or Japan. This is can be used as soft power when state using it as a part of public diplomacy. As host country, Indonesian people should learn from this experience and engrowing collaboration and cooperation in culture. So, this wave will not creating conflict in the future.

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Buku

Dua Penulis

N 1. Kai Bird and Martin J. Sherwin, *American Prometheus: The Triumph and Tragedy of J. Robert Oppenheimer* (New York: Alfred A. Knopf, 2005), 52.

B Bird, Kai, and Martin J. Sherwin. *American Prometheus: The Triumph and Tragedy of J. Robert Oppenheimer*. New York: Alfred A. Knopf, 2005.

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N 20. Philip Ball, *Bright Earth: Art and the Invention of Color* (New York: Farrar, Straus and Giroux, 2001), 140.

N 21. *Ibid.*, 145.

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N 22. Ball, 204.

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N 23. Ball, *Bright Earth*, 204.

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