



Journal of Social and Political Sciences

Susilo, D., & Santoso, J. (2023). Digital Persuasive Communication by Indonesian Embassy on Japan related with Consular Service on Instagram. *Journal of Social and Political Sciences*, 6(2), 188-198.

ISSN 2615-3718

DOI: 10.31014/aior.1991.06.02.419

The online version of this article can be found at:

<https://www.asianinstituteofresearch.org/>

Published by:
The Asian Institute of Research

The *Journal of Social and Political Sciences* is an Open Access publication. It may be read, copied, and distributed free of charge according to the conditions of the Creative Commons Attribution 4.0 International license.

The Asian Institute of Research *Social and Political Sciences* is a peer-reviewed International Journal. The journal covers scholarly articles in the fields of Social and Political Sciences, which include, but are not limited to, Anthropology, Government Studies, Political Sciences, Sociology, International Relations, Public Administration, History, Philosophy, Arts, Education, Linguistics, and Cultural Studies. As the journal is Open Access, it ensures high visibility and the increase of citations for all research articles published. The *Journal of Social and Political Sciences* aims to facilitate scholarly work on recent theoretical and practical aspects of Social and Political Sciences.



ASIAN INSTITUTE OF RESEARCH
Connecting Scholars Worldwide

Digital Persuasive Communication by Indonesian Embassy on Japan related with Consular Service on Instagram

Daniel Susilo¹, Joko Santoso²

¹ Universitas Multimedia Nusantara, Indonesia

² Waseda University, Japan

Abstract

Government and their affairs have been recognized with their formal antic and frequently engaged with old-styled decision or action. With the power of social media and internet, things aren't going with traditionalism forever, because now event Japanese embassy also uses creative touch in engaging with Indonesian Citizen in Japan. To perform their task properly, their service is accompanied by colorful cartoonish illustrations whether it's for notification, event announcement, or encouraging Indonesian citizen to do certain action. This kind of communication method by Japanese Embassy for Indonesia can be called as creative public communication. The content analysis allows us to understand that animation isn't only part of entertainment, but it opens a path to effective public communication.

Keywords: Content Analysis, Japanese Embassy for Indonesia, Anime Culture, 2D Illustration, Art of Communication

1. Introduction

Japan animation, often addressed as anime, has emerged as a significant cultural phenomenon not only within Japan but also on a global scale. With its distinctive art style, captivating storytelling, and diverse genres, anime has captured the hearts of millions of fans worldwide as they contribute a lot to localization industry. This unique form of animated entertainment has given rise to a vibrant and thriving anime culture that spans across various aspects of Japanese society and cultures. The origins of anime can be traced back to the early 20th century, with the works of artists like Oten Shimokawa and Seitaro Kitayama. However, it was not until the post-World War II era that anime truly began to flourish and gain massive recognition. With the introduction of television and the popularity of manga (Japanese comics), anime gained momentum and became an integral part of Japanese pop culture (Samad, 2020).

One of the defining features of anime is its diverse range of genres, medium or broadcast. From action and adventure to romance, science fiction, and fantasy, anime caters to a wide array of tastes and preferences. This versatility has allowed it to attract a diverse audience, both within Japan and abroad. Popular anime series like "Dragon Ball," "One Piece," and "Naruto" have garnered a massive following, not only in Japan but also in countries around the world. Anime's distinctive art style is instantly recognizable due to the great beautification of

human facial features. It often features large eyes, colorful hair, and exaggerated facial expressions that convey a wide range of emotions in their art patterns. This unique visual aesthetic has become synonymous with anime and has influenced numerous artists and animators worldwide. The attention to detail, intricate character designs, and stunning backgrounds contribute to the visual appeal of anime and set it apart from other forms of animation and it's in 2D format.

The impact of anime on Japanese society cannot be overstated nor simplified. It has not only influenced other forms of entertainment, such as live-action films and video games but has also shaped various aspects of Japanese culture and their entertainment industry. Cosplay, short for costume play, has become a popular activity where fans dress up as their favorite anime characters with cute designs and accessories. Anime conventions and festivals attract thousands of attendees, showcasing the immense popularity and enthusiasm surrounding anime culture that's been growing well in the Japanese society. Furthermore, anime has also had a significant economic impact in Japan as well as geographic fame's impact. The anime industry generates billions of dollars annually through merchandise sales, licensing agreements, and international distribution even though it's only within pop culture ranges. With the rise of streaming platforms like Crunchyroll and Netflix, anime has become more accessible to a global audience, further contributing to its economic success and also the fame of Japanese arts (Valverde-Maestre et al., 2022).

Anime has also played a crucial role in promoting tourism in Japan due to some video games featured their capital and urban location. Many fans travel to Japan to visit real-life locations depicted in their favorite anime series in order to get real experience of it. Places like Akihabara in Tokyo, known as the mecca of anime, offer a wide range of shops and attractions dedicated to anime and manga culture or video games culture. The Japanese government has recognized the importance of anime tourism and actively promotes it as part of its cultural tourism initiatives which brought tourism benefits in unique way. Moreover, anime has not only captivated audiences but has also inspired creators worldwide. Many non-Japanese artists and animators have drawn inspiration from anime's storytelling techniques, art style, and themes, resulting in a global fusion of influences such as Korean Webtoon of Chinese Donghua. This cross-cultural exchange has led to the creation of anime-inspired works outside of Japan and has further expanded the reach of anime culture that brings change in their own way.

In recent years, anime has also been recognized for its ability to address social and cultural issues but in subtle way instead of using bold symbols such as flag and celebration day. Anime series like "Attack on Titan" and "My Hero Academia" explore complex themes such as identity, discrimination, and societal structures that comes with the ideology complex within society. By tackling these topics in a fictional context, anime provides a platform for introspection and encourages critical thinking among its viewers or ignites analytic ability on their own. In conclusion, Japan animation culture, with its unique art style, diverse genres, and captivating storytelling, has become a significant cultural force both in Japan and globally. From its humble origins to its current global influence, anime has transcended boundaries and captured the hearts of millions. With its enduring popularity, anime continues to evolve, shaping not only the entertainment industry but also various aspects of Japanese society.

1.1 Literature Review

1.1.1. The History of Japanese Animation

The history of Japanese anime is a fascinating journey that spans over a century, marked by cultural influences, technological advancements, and the creative vision of talented artists. Anime, a distinctive style of animation originating from Japan, has become a global phenomenon, captivating audiences with its unique storytelling that makes their audience relaxed or thrilled, visually stunning art, and diverse genres (Pellitteri, 2019). From its early beginnings to the present day, anime has evolved and transformed, leaving an indelible mark on the world of entertainment created by Japanese animation. The roots of Japanese anime can be traced back to the early 20th century when Japan was introduced to Western animation techniques to improve their artistic value. In 1917, the first Japanese animated film, "Katsudō Shashin," was released by Oten Shimokawa, a pioneer in the field. This

short film marked the beginning of a new era, sparking interest and experimentation in animation within Japan and their media broadcast (Choice Reviews Team, 2007, 2014).

During the 1930s, anime expanded its horizons with the emergence of sound and music in animation films. "Chikara to Onna no Yo no Naka," directed by Kenzo Masaoka in 1933, became the first talkie anime, incorporating synchronized sound and dialogue which is an expansion to previous art style. However, it was not until the late 1940s and early 1950s that anime truly began to flourish around the world. In post-World War II Japan, the country experienced a period of rapid industrialization and economic growth that means a lot since it's a growth in entertainment side. This newfound prosperity led to the establishment of animation studios and the birth of iconic characters that would shape the anime landscape itself to further expand its influence. Osamu Tezuka, often referred to as the "Godfather of Anime," revolutionized the industry with his manga series "Astro Boy" in 1952. The success of "Astro Boy" paved the way for Tezuka's subsequent works and inspired future generations of animators and artists (Kapranov, 2020).

The 1960s marked a significant turning point for anime as it gained international recognition. The rise of television allowed for the widespread distribution of animated series to get a global-scale broadcast. Shows like "Gigantor," "Speed Racer," and "Kimba the White Lion" captivated audiences both in Japan and abroad, introducing them to the distinctive art style and imaginative narratives that anime had to offer which left good impression on the growth of kids. The 1970s witnessed the emergence of giant robot anime, also known as "mecha" anime, with influential series like "Mazinger Z" and "Mobile Suit Gundam." These shows not only showcased technological advancements in animation but also explored complex themes such as war, humanity, and the ethical implications of advanced technology (Girsang et al., 2020). This era also saw the rise of anime aimed at a more mature audience, with groundbreaking films like "Belladonna of Sadness" and "Akira" pushing the boundaries of storytelling and animation from Japanese pop culture.

The 1980s and 1990s brought a wave of diverse genres and narratives to anime. Studio Ghibli, founded by Hayao Miyazaki and Isao Takahata, created a series of critically acclaimed films such as "My Neighbor Totoro," "Princess Mononoke," and "Spirited Away," which garnered international acclaim and introduced a new generation of fans to the beauty and depth of anime storytelling that isn't merely for kids' animation but has critical touch in it. The 2000s and beyond witnessed a global surge in anime's popularity, fueled by internet streaming platforms and increased accessibility. Anime series like "Naruto," "Dragon Ball," and "One Piece" garnered massive followings worldwide, reaching audiences far beyond Japan's borders because Shonen genre is deeply loved by global audience. The prevalence of digital animation techniques and the use of computer-generated imagery (CGI) further expanded the creative possibilities of anime, resulting in visually stunning productions like "Attack on Titan" and "Your Name."

Today, Japanese anime continues to captivate audiences of all ages and backgrounds and cultures which highlights that entertainment power isn't always realism. It has become an integral part of pop culture, influencing various art forms and media across the globe. With an ever-growing industry and a diverse range of styles and genres, anime remains a dynamic and evolving medium, pushing boundaries, and challenging conventions that are yet to be explored by *media studies* (Montero-Plata & Pruvost-Delaspre, 2022). In conclusion, the history of Japanese anime is a testament to the power of artistic expression and the ability of animation to transcend cultural barriers and gives more freedom of expression. From its humble beginnings in the early 20th century to its current status as a global phenomenon, anime has left an indelible mark on the world of entertainment. With its unique art style, captivating storytelling, and diverse genres, anime continues to enchant audiences and inspire new generations of creators, ensuring that its legacy will endure for years to come.

1.1.2. Japanese Animation and Diplomatic Interest

Japanese animation, commonly referred to as anime, has gained significant global popularity over the years and has piqued the diplomatic interest of various nations including Indonesia. With its unique storytelling, captivating visuals, and diverse range of themes, anime has become a powerful cultural export for Japan, fostering international relationships and promoting cultural exchange in a form of study, cultural festival, and merchandise

shipping. This essay explores the diplomatic interest in Japanese animation, highlighting its influence on soft power, economic diplomacy, and cultural diplomacy in their perform of work. One of the main reasons for the diplomatic interest in Japanese animation is its ability to project soft power that is more acceptable than blunt movements in the name of certain media (Yoshioka, 2022). Soft power refers to a nation's ability to influence others through culture, values, and ideas rather than through military or economic means like American Hollywood. Anime has served as a powerful tool for Japan in shaping its image abroad and attracting global attention. The success of anime series like "Dragon Ball," "Naruto," and "One Piece" has garnered a massive fan base worldwide, creating a positive association with Japan since it also influenced their childhood. By captivating international audiences, anime helps promote a favorable perception of Japan and its people, fostering a sense of cultural affinity and curiosity among viewers to enjoy their animation. This soft power influence allows Japan to build stronger diplomatic ties and facilitate dialogue on various issues.

Moreover, Japanese animation has played a crucial role in economic diplomacy. The anime industry generates significant revenue through various channels, such as licensing, merchandise, and international distribution. As the demand for anime grows globally, it presents opportunities for collaboration between Japanese animation studios and foreign companies. Joint ventures, co-productions, and licensing agreements have become common, leading to cross-cultural partnerships and economic benefits for both Japan and other nations. For instance, the collaboration between Japanese and American animation studios in producing projects like "Studio Ghibli" films or "Cowboy Bebop" series has not only resulted in creative synergies but also facilitated economic exchanges and cross-border investments due to the critical value in its animations. Furthermore, anime serves as a catalyst for cultural diplomacy, fostering mutual understanding and appreciation between Japan and other countries to be connected more with Japan (Erwindo, 2018; Samad, 2020). Japanese animation often reflects cultural values, traditions, and societal issues unique to Japan, providing a window into the country's history and contemporary issues. The themes explored in anime, ranging from samurai tales to futuristic science fiction, allow viewers to glimpse Japan's rich cultural heritage and modern aspirations around their own animation style and art style. By promoting cultural exchange through anime festivals, exhibitions, and collaborations, Japan deepens its cultural ties with other nations, encourages tourism, and facilitates people-to-people interactions. This cultural diplomacy builds bridges and promotes dialogue on a broader range of topics, transcending national boundaries within society.

Moreover, the diplomatic interest in Japanese animation is evident in the growing number of anime-related events and initiatives worldwide. Numerous countries now host anime conventions, film festivals, and exhibitions that celebrate Japanese animation and let them have a good moment with the cinematic experience out of it. These events not only provide a platform for fans to come together and share their love for anime but also offer opportunities for cultural exchange and economic cooperation which result in more occupation gained by youngsters in artistic area (Escudier, 2020; Roberts, 2022). Countries like the United States, France, and China have witnessed significant growth in their anime industries, with local studios producing anime-inspired content that resonates with global audiences. The diplomatic interest in Japanese animation has led to cross-cultural collaborations in the creative industries, benefiting both the host countries and Japan. However, it is essential to recognize that diplomatic interest in Japanese animation is not without controversies and challenges. Some anime series have faced criticism for their portrayal of certain themes or cultural stereotypes, or the body build in their animation. Cultural differences and sensitivities can arise, leading to misunderstandings or conflicts and death threats from the protests. Nevertheless, such challenges highlight the importance of open dialogue and cultural sensitivity to foster diplomatic relations effectively in each respective country.

In conclusion, Japanese animation has become a significant point of diplomatic interest due to its ability to project soft power, drive economic diplomacy, and promote cultural exchange in subtle way. Anime's global popularity has allowed Japan to shape its image abroad positively, attracting international attention and building cultural affinity with Japanese society (Sarjiati, 2022). The economic benefits derived from the anime industry have facilitated cross-cultural collaborations and economic partnerships. Additionally, through cultural diplomacy, anime serves as a platform for mutual understanding and appreciation between Japan and other countries. As anime continues to captivate audiences worldwide, its diplomatic significance is likely to grow, strengthening international relationships and fostering greater global dialogue.

1.1.3. The Art of Communication Through Anime

The art of communication through anime is a captivating and powerful medium that transcends language barriers and cultural differences and any kind of diversity form. Anime, a style of animation originating from Japan, has gained immense popularity worldwide and has become a unique and influential form of storytelling. Within the vast realm of anime, there exists a remarkable ability to convey complex emotions, messages, and ideas through its vivid visuals, dynamic characters, and compelling narratives painted in their own respective media. One of the key aspects of anime that contributes to its communicative power is its visual storytelling. Through stunning artwork, vibrant colors, and meticulous attention to detail, anime captures the essence of emotions and experiences in a visually striking manner that leaves strong impressions on their audience. Whether it's the exhilaration of an intense battle scene, the tender moments of love and friendship, or the profound contemplation of life's existential questions, anime uses its visual language to evoke a wide range of emotions within its viewers that can provide them a good escapism or natural form of enjoyment (Li & Jiang, 2023).

Moreover, anime utilizes character design and animation to effectively communicate personality traits, motivations, and inner struggles that's bring their performance to be more alive in audience's mind. Characters in anime are often visually distinctive, with unique hairstyles, clothing styles, and facial expressions that contribute to their individuality and give them strong individuality value. These visual cues enable viewers to form quick connections with the characters and empathize with their journeys and events. From the stoic and determined protagonist to the quirky and lovable sidekick, anime characters communicate their thoughts and feelings not just through words, but also through their physicality, expressions, and mannerisms. Anime also excels in exploring complex themes and ideas through its narratives. It tackles a wide range of subjects such as love, loss, identity, societal issues, and philosophical concepts that serve as complexity on their own (Sabri & Ahmad, 2019). Through intricate storytelling and character development, anime delves into the human condition, provoking thought, and sparking discussions among its audience. It often presents morally ambiguous situations, challenging viewers to question their own beliefs and values that determined their existence. By engaging with these thought-provoking narratives, anime encourages viewers to reflect on their own lives and consider different perspectives, fostering a deeper level of communication and understanding in people's mind and growth (Hidayat & Hidayat, 2020).

Furthermore, anime offers a sense of escapism and catharsis, allowing viewers to connect with the characters and their struggles on a personal level which is pretty common in a fandom (Leo-Liu & Wu-Ouyang, 2022; Mori, 2022). Many anime series explore universal themes of self-discovery, growth, and overcoming adversity, resonating with individuals from various backgrounds. This shared experience creates a sense of community among fans, leading to discussions, fan theories, and even conventions dedicated to celebrating the art form. The enthusiasm and passion exhibited by anime fans in these communities exemplify the power of communication that anime fosters inside their materials. In addition to its visual and narrative elements, anime also incorporates music and sound design to enhance its communication in order for them to receive well receptions (Mamat et al., 2022). Iconic soundtracks and emotionally charged songs often accompany pivotal moments in anime, heightening the impact and evoking a deeper emotional response from the audience. From intense battle anthems to heart-wrenching ballads, the music in anime serves as an additional layer of communication that further immerses viewers in the story made by them.

The art of communication through anime extends beyond the screen and has influenced various other mediums as well. Manga, the Japanese comic book form, often serves as the source material for anime adaptations, allowing fans to experience the story in different formats. Furthermore, anime-inspired artwork, cosplay, and fan creations have gained popularity, fostering a rich and vibrant community that continues to communicate its love and appreciation for the medium. In conclusion, the art of communication through anime is a multi-faceted and captivating endeavor (Valverde-Maestre et al., 2022). Through its visual storytelling, character design, narratives, music, and sound, anime possesses a unique ability to communicate complex emotions, ideas, and experiences. It serves as a bridge between cultures, allowing individuals from different backgrounds to connect and engage with its stories and the depth of the theme. As anime continues to captivate audiences around the world, its influence and power as a medium of communication will undoubtedly endure, inspiring future generations and fostering meaningful connections among people who engages with them (Abd Rahim et al., 2020).

2. Method

The Krippendorff qualitative method in content analysis is an approach developed by Klaus Krippendorff, a renowned communication scholar and pioneer in the field of content analysis that is relevant to digital content analysis. This method provides researchers with a systematic framework for analyzing qualitative data, particularly textual content, in a reliable and rigorous manner and can be trusted in modern day. Content analysis is a research technique used to examine and interpret the content of various forms of communication, such as written documents, media texts, and interviews. It involves identifying patterns, themes, and meanings within the data to gain insights and understand the underlying messages or ideas being conveyed by the sender (Putri et al., 2023).

The Krippendorff qualitative method emphasizes the importance of intercoder reliability, which refers to the consistency and agreement among multiple coders or researchers in interpreting and analyzing the data presented in the table. This method provides a structured approach to ensure that different coders reach similar conclusions and minimize subjective biases that presents a different landscape of scientific study. The method involves several steps. First, researchers establish a coding scheme or set of categories that will be used to analyze the data. These categories should be mutually exclusive and collectively exhaustive, meaning that each piece of data should fit into one and only one category in the work.

Once the coding scheme is established, multiple coders independently apply it to the data. They review the content and assign codes to different segments based on the predefined categories. To ensure reliability, coders often undergo training and calibration exercises to align their understanding and interpretation of the coding scheme. After coding is complete, intercoder reliability is assessed using statistical measures such as the Krippendorff's alpha coefficient. This coefficient quantifies the degree of agreement among coders, with higher values indicating greater reliability. If the intercoder reliability falls below an acceptable threshold, coders may need to revisit the coding scheme or undergo additional training to improve consistency in the quantitative method.




The Krippendorff qualitative method also encourages researchers to engage in a process of iterative refinement in order to see the quality of the data. This means that the coding scheme and analysis are continuously reviewed and revised as new insights emerge or as the research progresses to allow us to see the social depth of it (Daniel Susilo & Charles Julian Santos Navarro, 2023). This iterative approach helps ensure that the analysis remains flexible and adaptable to the evolving data. One of the strengths of the Krippendorff qualitative method is its versatility. It can be applied to a wide range of qualitative data, including interviews, focus group discussions, open-ended survey responses, illustrations, and textual content from various sources. This method allows researchers to explore complex and nuanced themes within the data, providing a deeper understanding of the underlying meanings which is frequently ignored by audience.



However, like any research method, the Krippendorff qualitative method has its limitations. It relies on the quality and representativeness of the coding scheme, which may be influenced by the researchers' biases or preconceptions. Additionally, the method requires a considerable investment of time and resources, especially when multiple coders are involved. In conclusion, the Krippendorff qualitative method in content analysis provides a systematic and reliable approach to analyzing qualitative data (Susilo & Santos, 2023). It emphasizes intercoder reliability and iterative refinement, enabling researchers to uncover patterns and meanings within textual content. By following this method, researchers can gain valuable insights and contribute to the understanding of various fields, including communication, media studies, and social sciences.

2.1. Analysis Technique

The technique will be done with the method of gathering @kbritokyo's Instagram account. The data will be picked up according to the relevant topic. The data that has been gathered is later put inside a table with category of Content, Caption, and Description. This kind of analysis method is save for everyone. The data then analysed at the social depth level before writing a report out of it.

3. Results

CONTENT	CAPTION	DESCRIPTION
	<p>Bagi WNI yang sedang berada di Jepang, harap mengikuti tata tertib & peraturan di Jepang.</p> <p>Aparat setempat memiliki hak sepenuhnya untuk menahan WN Asing yang melanggar ketertiban maupun hukum Jepang.</p> <p>Mari kita jaga nama baik Indonesia ID @kemlu_ri #IndonesianWay</p>	<p>The Japanese embassy Instagram account posted about a notification for Indonesian citizen to obey the local rules.</p>
	<p>Jepang sedang mengalami lonjakan kasus baru Covid19 sekaligus merebaknya influenza.</p> <p>Yuk, saling mengingatkan. Jaga diri, jaga kesehatan. Mention teman, sahabat, kerabat, kekasih, yang ingin kamu jaga 🙏.</p> <p>Dalam kondisi darurat, hubungi Hotline Emergency KBRI Tokyo (link di bio).</p> <p>#IniDiplomasi #IndonesiainJapan</p>	<p>The Japanese embassy posted about a warning regarding the raise of COVID-19 cases.</p>
	<p>On the occasion of the Indonesia - Japan Friendship Day in Fukuoka, the Indonesian Embassy and Fukuoka City Public Library will hold Movie Screening and Talk for Laskar Pelangi. Detail on poster. See you there!</p> <p>#Inidiplomasi #IndonesianWay #RintisKemajuan #IndonesiaFriendshipDay</p>	<p>The Japanese embassy Instagram account posted about Indonesian Movie Screening and Talk event.</p>
	<p>Verified *Indonesia - Japan Friendship Day - Fukuoka 2022*</p> <p>The Embassy of the Republic of Indonesia in Tokyo in collaboration with the Office of the Honorary Consul of the Republic of Indonesia in Fukuoka and</p>	<p>The Japanese Embassy Instagram account posted about Indonesia-Japan friendship day in Fukuoka's event.</p>

	<p>supported by Japan Indonesia Association (JAPINDA) are pleased to organize the Indonesia - Japan Friendship Day in Fukuoka, which will be held from 4 - 6 November 2022.</p> <p>The Friendship Day event will highlight the strong Indonesia - Japan Strategic Partnership, centered on economic ties and people-to-people connections through a series of activities, range from business forum, public lectures, movie screening and talk, to cultural exchanges.</p> <p>More details, kindly see the attached posters.</p>	
	<p>Yuk, rutin olah raga dan jaga kesehatan! Kira-kira, kalau Si Unyil main bola lawan Nobita, siapa yang menang ya?</p> <p>Bermain dan berolah raga merupakan waktu yang sangat menyenangkan. Bersama teman bermain di halaman sekolah dan taman tidak hanya melatih kemampuan motorik tetapi juga bentuk olah raga yang murah dan meriah.</p> <p>Berbeda dengan di Indonesia yang memperingati Hari Olah Raga Nasional setiap 9 September, masyarakat Jepang merayakan Hari Libur Nasional Olah Raga dan Kesehatan (体育の日 Taiiku no hi) setiap 10 Oktober.</p> <p>-----</p> <p>Warga Negara Indonesia (WNI) yang membutuhkan bantuan darurat agar segera menghubungi aparat setempat dan Hotline Darurat Pelindungan WNI di nomor +818035068612 +818049407419.</p> <p>#IniDiplomasi #IndonesiainJapan</p>	<p>The Japanese embassy Instagram account posted about Sports Day celebration.</p>

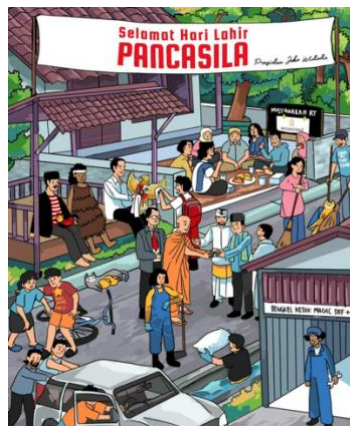
Based on the data above, all of that posts are categorized as a service from Japanese Embassy that is encouraging and also notifying their citizen about certain event of what to do when they lived in Japan. The data has diversity in the form and pattern, it presents cultural event and campaign which proves that the Japanese embassy provides

decent service in that land. This type of data in qualitative manner. There are many contents that also lacks creative touch in it and instead providing bold political narration like Joe Biden's Instagram account. How about the caption itself? The caption itself uses ordinary and casual wording in each of their contents.

4. Discussion

4.1. Japanese Embassy's Creative Touch

As we all know, there are total five contents listed from @kbritokyo Instagram account, but out of all five, three contents that are categorized as Japanese Embassy's service using 2D illustration to communicate their events and notification. Before the discussion section, in Literature Review we're already introduced to how Japanese government uses anime culture as their diplomatic interest, then Japanese Embassy for Indonesia is also included in this (Liang & Yang, 2022). Therefore, this proves that Japanese Embassy of Indonesia uses animation for diplomatic interests. This factor isn't only achieved by Japanese animation culture alone. Jokowi's social media account is also known for using 2D illustrations to give public service.



That was one of example from Jokowi's Instagram account that uses illustration in order to perform public communication. The also means that the embassy recognized that Indonesia is already used to 2D drawing culture in their interaction with government.

4.2. 2D Illustrations for Public Communication

2D illustrations play a crucial role in public communication, offering a visually captivating and easily understandable means of conveying complex ideas, information, and messages. Whether used in educational materials, advertisements, infographics, or public service announcements, 2D illustrations have the power to engage, inform, and inspire a wide audience in social media. One of the key advantages of 2D illustrations is their ability to simplify and clarify concepts in order for it to be clearer to be witnessed. They can break down intricate subjects into digestible visuals, making it easier for people of diverse backgrounds and knowledge levels to comprehend the information being presented. By using symbols, icons, and visual metaphors, 2D illustrations can capture the essence of an idea or message in a concise and visually appealing manner, so they can leave strong impressions (Liu et al., 2021). The illustrations brought from the data above and the fact that Indonesian citizen have been communicating with Jokowi's 2D illustrations prove that 2D illustrations are effective for public communication, especially for Japan with their anime culture.

Moreover, 2D illustrations can transcend language barriers. Unlike text, which may require translation or understanding of specific languages, visual communication can be universally understood or can be presented in universal context. This makes 2D illustrations an effective tool for reaching diverse audiences, including those who may have limited literacy or speak different languages which make them rich in culture. By using universally recognizable symbols and imagery, 2D illustrations can convey messages in a way that transcends cultural and

linguistic boundaries; therefore, we get less boundaries in being part of the industry and market. In public communication, 2D illustrations also have the ability to evoke emotions and create a connection with the audience. By incorporating elements of design such as color, composition, and style, illustrators can create visuals that resonate with viewers on a deeper level while presenting different depth level. Whether it's eliciting empathy for a social cause or sparking excitement for a new product, 2D illustrations have the power to evoke emotional responses and leave a lasting impact on the audience especially Indonesian (Ono et al., 2020).

Furthermore, 2D illustrations can simplify complex data and statistics. By visualizing information through graphs, charts, and diagrams, data can be presented in a way that is more accessible and engaging. This is particularly important in fields such as science, where conveying complex research findings to the general public can be challenging due to the body feature that invites sexualization among their enjoyers; hence the Japanese embassy only uses cartoonish illustrations in their official account. 2D illustrations allow scientists and researchers to present their work in a visually compelling manner, making it easier for the public to understand and appreciate scientific concepts that helps us expand the science and society (Otmazgin, 2016). Another significant benefit of 2D illustrations is their versatility. With advancements in digital technology, illustrators can create stunning and dynamic visuals using a wide range of software tools and techniques that appears engaging. Whether it's a simple line drawing or a complex digital painting, the possibilities are endless. This versatility enables 2D illustrations to be adapted to various mediums and platforms, including print, digital media, and social media, ensuring that the message reaches the intended audience through their preferred channels or different patterns.

In conclusion, 2D illustrations are a powerful tool for public communication especially the domain of social media. Their ability to simplify complex ideas, transcend language barriers, evoke emotions, visualize data, and adapt to different mediums makes them an invaluable asset in conveying messages effectively or being communicative weapon. Whether it's educating, advocating, or advertising, 2D illustrations have the capacity to captivate audiences, communicate ideas, and leave a lasting impression in the public's mind (Oyama, 2015).

5. Conclusion

The conclusion we get from the data and this topic is that government communication becomes more creative and engaging in mind through how Japanese Embassy encourage people and invite people with beautiful 2D illustrations. All this time we only get to know about of government delivers message in traditional and formal way but since to this day, government communication becomes more creative. While it is being used for Japanese embassy, the creative touch to engage with public contributes to good public communication from the government side. This also can be categorized as propaganda from the government side that is ready to dominate entertainment market.

References

- Abd Rahim, N., Mamat, R., Ab Halim, H., Sujud, A., & Roslan, S. N. A. (2020). The Influence of Online Anime towards Children. *Online Journal of Communication and Media Technologies*, 3(3). <https://doi.org/10.29333/ojcm/2441>
- Choice Reviews Team. (2007). The Anime encyclopedia: a guide to Japanese animation since 1917. *Choice Reviews Online*, 44(12). <https://doi.org/10.5860/choice.44-6557>
- Choice Reviews Team. (2014). Anime: a history. *Choice Reviews Online*, 52(02). <https://doi.org/10.5860/choice.52-0660>
- Daniel Susilo, & Charles Julian Santos Navarro. (2023). PR Model of Garuda Indonesia: A Construction of Wonderland Through Instagram. *Indonesian Journal of Business Analytics*, 3(2), 197–214. <https://doi.org/10.55927/ijba.v3i2.3617>
- Erwindo, C. W. (2018). Efektifitas Diplomasi Budaya Dalam Penyebaran Anime Dan Manga Sebagai Nation Branding Jepang. *Jurnal Analisis Hubungan Internasional*, 7(2).
- Escudier, E. G. (2020). The anime as a cross-cultural element: Mythology, folklore and tradition through animation. In *BSAA Arte* (Issue 86). <https://doi.org/10.24197/BSAAA.86.2020.413-436>

- Girsang, A. S., Al Faruq, B., Herlianto, H. R., & Simbolon, S. (2020). Collaborative Recommendation System in Users of Anime Films. *Journal of Physics: Conference Series*, 1566(1). <https://doi.org/10.1088/1742-6596/1566/1/012057>
- Hidayat, D., & Hidayat, Z. (2020). Anime as japanese intercultural communication: A study of the weeaboo community of indonesian generation Z and Y. *Romanian Journal of Communication and Public Relations*, 22(3). <https://doi.org/10.21018/RJCPR.2020.3.310>
- Kapranov, S. (2020). From Japanism to anime: On the history of nietzsche's reception in Japan. In *Shidnij Svit* (Vol. 2020, Issue 1). <https://doi.org/10.15407/ORIENTW2020.01.097>
- Leo-Liu, J., & Wu-Ouyang, B. (2022). A "soul" emerges when AI, AR, and Anime converge: A case study on users of the new anime-stylized hologram social robot "Hupo." *New Media and Society*. <https://doi.org/10.1177/14614448221106030>
- Li, Y., & Jiang, Q. (2023). The development and influence of Japanese aesthetics and its manifestation in Japanese animation. *SHS Web of Conferences*, 153. <https://doi.org/10.1051/shsconf/202315301007>
- Liang, H. L., & Yang, F. H. (2022). Are virtual anime endorsers a new type of endorser? Examining product involvement as a moderating role. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.779519>
- Liu, S., Lai, D., Huang, S., & Li, Z. (2021). Scale development and validation of anime tourism motivations. *Current Issues in Tourism*, 24(20). <https://doi.org/10.1080/13683500.2020.1854198>
- Mamat, R., Rashid, R. A., Pae, R., & Ahmad, N. (2022). VTubers and anime culture. *International Journal of Health Sciences*. <https://doi.org/10.53730/ijhs.v6ns2.8231>
- Montero-Plata, L., & Pruvost-Delaspre, M. (2022). Shaping the anime industry: Second generation pioneers and the emergence of the studio system. In *A Companion to Japanese Cinema*. <https://doi.org/10.1002/9781118955352.ch10>
- Mori, H. (2022). The Power of Anime: A New Driver of Volunteer Tourism. *Tourism and Hospitality*, 3(2). <https://doi.org/10.3390/tourhosp3020022>
- Ono, A., Kawamura, S., Nishimori, Y., Oguro, Y., Shimizu, R., & Yamamoto, S. (2020). Anime pilgrimage in Japan: Focusing Social Influences as determinants. *Tourism Management*, 76. <https://doi.org/10.1016/j.tourman.2019.06.010>
- Otmazgin, N. (2016). Soft powering popular culture: Discourse and policy making in Japan's content industries. In *Social Commentary on State and Society in Modern Japan*. https://doi.org/10.1007/978-981-10-2395-8_9
- Oyama, S. (2015). Japanese creative industries in globalization. In *Routledge Handbook of New Media in Asia*. <https://doi.org/10.4324/9781315774626-39>
- Pellitteri, M. (2019). Japan's soft power and "grand fictions" in global venues: Japanese pop culture franchises and fictionality-based tactics. *Kritika Kultura*, 2019(32). <https://doi.org/10.13185/2993>
- Putri, F. B. V., Susilo, D., & Bento, A. R. (2023). Jaringan Penularan Emosional Pada Viral Marketing: Studi Netnografi Pada Iklan Pantene. *Representamen*, 9(01), 61–76. <https://doi.org/10.30996/representamen.v9i01.8390>
- Roberts, L. M. (2022). Relative Resistance: Fascist Aryanization Practices and the Bond of Victimhood in the Antifascist Animation *A Jewish Girl* in Shanghai. In *Palgrave Series in Asian German Studies*. https://doi.org/10.1007/978-3-031-13761-7_9
- Sabri, T. I. M. T., & Ahmad, N. S. Y. (2019). The idea about imperialism in Japanese animation films. *SEARCH Journal of Media and Communication Research*, 11(3).
- Samad, M. R. Bin. (2020). Perceptions of ASEAN Youth Towards Japan: Impact on the Japanese Economy. *IKAT: The Indonesian Journal of Southeast Asian Studies*, 3(2). <https://doi.org/10.22146/ikat.v3i2.51710>
- Sarjiati, U. (2022). "Shirobako": The Representation of Passion and Creative Labor in Japanese Animation Industry. *Jurnal Kawistara*, 11(3). <https://doi.org/10.22146/kawistara.v11i3.64619>
- Susilo, D., & Santos, M. C. K. (2023). DIGITAL MARKETING COMMUNICATION SUSTAINABLE HOTEL PRACTICE OF ACCOR GROUP IN SOCIAL MEDIA. *International Journal of Economic, Business, Accounting, Agriculture Management and Sharia Administration (IJEAS)*, 3(3), 730–743. <https://doi.org/10.54443/ijeas.v3i3.910>
- Valverde-Maestre, Á. M., Pérez-Rufí, J. P., & Gómez-Perez, F. J. (2022). Makoto Shinkai: Japanese Animation Cinema and Construction of Dimensional Characters. *Fonseca Journal of Communication*, 25. <https://doi.org/10.14201/fjc.29691>
- Yoshioka, H. (2022). After "Cool Japan": A Study on Cultural Nationalism. *Culture and Dialogue*, 3(2). <https://doi.org/10.1163/24683949-00302003>