

## **ABSTRAK**

Seiring dengan perkembangan zaman, budaya Jepang menjadi populer di Indonesia. Baik itu budaya populernya ataupun budaya tradisional, seperti bidang kuliner, perfilman, gaya berpakaian, musik dan sebagainya. Pemerintah Jepang pun menyadarinya dan menggunakan diplomasi budaya untuk menyebarkan budayanya di Indonesia dengan dibentuknya *Cool Japan*. Berbagai upaya dilakukan dengan sponsor pemerintah Jepang melalui anime dan *event – event Jak-Japan Matsuri, Anime Festival Asia Indonesia, Cool Japan Travel Fair* serta kerjasama internasional *AKB48* dan pembuatan *kamen rider* Bima Satria Garuda. Upaya tersebut sukses diselenggarakan di Indonesia dan mendapat respon yang positif dari berbagai kalangan masyarakat.

**Kata Kunci :** Budaya Jepang, Diplomasi Budaya, *Anime, Cool Japan*.

## ABSTRACT

Along with the times, Japanese culture became popular in Indonesia. Whether it's popular culture or traditional culture, such as the culinary field, film, fashion style, music and others. The Japanese government also realized it and used cultural diplomacy to spread its culture in Indonesia with the formation of *Cool Japan*. Various efforts were made with Japanese government sponsors through *anime* and events such as *Jak-Japan Matsuri*, *Anime Festival Asia Indonesia*, *Cool Japan Travel Fair* and *AKB48* international cooperation and the production *kamen rider* Bima Satria Garuda. The effort was successfully held in Indonesia and received a positive response from various communities.

**Keywords :** Japanese culture, Cultural diplomacy, *Anime*, *Cool Japan*.