

DAFTAR PUSTAKA

- Aizawa, M. (2010). Kawaii bunka' no haikai [「かわいい文化」の背景]. *Shōkei Gakuin Daigaku Kiyō* [尚絅学院大学紀要], 59, 23–34. <https://shokei.repo.nii.ac.jp/record/155/files/KJ00006361339.pdf>
- Allison, A. (2006). *Millennial Monsters Japanese Toys and the Global Imagination* (1st Ed.). University of California Press.
- Araki, M. (2007). Japan's Official Development Assistance: The Japan ODA Model That Began Life in Southeast Asia. *Asia-Pacific Review*, 14(2), 17–29. <https://doi.org/10.1080/13439000701733218>
- Aridati, I. Z., & Lau, J. (2024). *SOUTHEAST ASIA SURVEY 2024: INDONESIA DOUBLING DOWN ON ASEAN AND JAPAN*. <https://fulcrum.sg/state-of-southeast-asia-survey-2024-indonesia-doubling-down-on-asean-and-japan/>
- Azuma, H. (2009). *Otaku Japan's Database Animals*. University of Minnesota Press.
- BBC. (2024, November 1). *How Japan's Youngest CEO Transformed Hello Kitty*. <https://www.bbc.com/news/articles/c72pr8y2r9wo>
- Benedict, R. (1947). *The Chrysanthemum and the Sword: Patterns of Japanese Culture*. Houghton Mifflin Company.
- Bîrlea, O. M. (2023). SOFT POWER: 'CUTE CULTURE', A PERSUASIVE STRATEGY IN JAPANESE ADVERTISING. *Trames. Journal of the Humanities and Social Sciences*, 27(3), 312–323. <https://doi.org/10.3176/tr.2023.3.07>
- Bound, K., Briggs, R., Holden, J., & Jones, S. (2007). *Cultural Diplomacy*. Demos.
- BPS. (2024, June 28). *Jumlah Penduduk Pertengahan Tahun (Ribuan Jiwa), 2022–2024*. Badan Pusat Statistik. <https://www.bps.go.id/id/statistics-table/2/MTk3NSMy/jumlah-penduduk-pertengahan-tahun--ribu-jiwa.html>
- BrainPad Inc. (2020). 外国人が思う「Kawaii（カワイイ）」とは？Instagramから世界各国の「#Kawaii」を分析. <https://ferret-plus.com/10123>
- Bryce, M. (2006). *Cuteness Needed The New Language/Communication Device In A Global Society*. https://www.academia.edu/26317410/Cuteness_needed_the_new_language_communication_device_in_a_global_society

- Cabinet Office Government of Japan. (2014). *Cool Japan Proposal*.
https://www.cao.go.jp/cool_japan/english/pdf/published_document3.pdf
- Cambridge Dictionary. (n.d.). *PUBLIC DISCUSSION collocation | meaning and examples of use*. Retrieved August 13, 2025, from
<https://dictionary.cambridge.org/example/english/public-discussion>
- CODA. (2020). 文化庁、ハローキティを「著作権広報大使」に任命.
<https://coda-cj.jp/news/468/>
- Cummings, M. C. (2003). *Cultural Diplomacy and the United States Government: A Survey*. Center for arts and culture.
- Department of Commerce United States America. (2024). *Japan: Automotive*.
<https://www.trade.gov/country-commercial-guides/japan-automotive#:~:text=Overview,the United States%2C and India>
- Detik.com. (2014). *Hello Kitty Itu Ada di Hati, Bukan di Barang Koleksi*.
<https://hot.detik.com/art/d-2746197/hello-kitty-itu-ada-di-hati-bukan-di-barang-koleksi>
- Dineri, E., Bilginer Özsaatçı, F. G., Kılıç, Y., Çiğdem, Ş., & Sayar, G. (2024). Unveiling the Power of Nation Branding: Exploring the Impact of Economic Factors on Global Image Perception. *Sustainability*, 16(16), 1–2.
<https://doi.org/10.3390/su16166950>
- Doi, T. (1973). *The Anatomy of Dependence*. Kodansha International.
- Dower, W. J. (1999). *EMBRACING DEFEAT Japan in the Wake of World War II* (1st ed.). W. W. Norton & Company.
- Erwindo, C. W. (2018). Efektifitas Diplomasi Budaya Dalam Penyebaran Anime Dan Manga Sebagai Nation Branding Jepang. *Jurnal Analisis Hubungan Internasional*, 7(2), 66–78. <http://journal.unair.ac.id/download-fullpapers-jahi916255714efull.pdf>
- Excite. (2008, July 11). サンリオキャラクターたちの本名、言えますか? .
<https://www.excite.co.jp/news/article/E1215736595745/>
- Facebook @Indonesia Comic Con. (2017). *Kabar gembira bagi penggemar Indonesia Comic Con! #gudetama dibawa ke #ICC lagi tahun ini*.
<https://www.facebook.com/share/1BrKJKEf7W/>
- Facebook @Jak Japan Matsuri. (2012). *Hello Kitty Meet & Greet | JJM 2012*.
<https://www.facebook.com/media/set/?vanity=ANIMONSTERMAGZ&set=a.10151441203563206>

- FUN! JAPAN. (2018). きっかけはアニメや漫画？台湾・香港・タイ・マレーシア・インドネシアの人がハマっているキャラクターグッズ調査・結果発表. <https://fj-com.co.jp/news/きっかけはアニメや漫画？台湾・香港・タイ・マ/>
- Gerasimova, M. P. (2020). Makoto As The Initial Principle of The Ethical and Aesthetic Beliefs of The Japanese. *Journal of the Institute of Oriental Studies RAS*, 3 (13), 126–138. <https://doi.org/10.31696/2618-7302-2020-3-126-138>
- Gert-hofstede.com. (2025). *Country Comparison Bar Charts*. <https://geerthofstede.com/country-comparison-bar-charts/>
- Google Trends. (2024a). *Minat Penelusuran mengenai Pokemon di Indonesia Tahun 2012–2024*. [https://trends.google.co.id/trends/explore?date=2012-12-03 2024-12-31&geo=ID&q=pokemon&hl=id](https://trends.google.co.id/trends/explore?date=2012-12-03%2024-12-31&geo=ID&q=pokemon&hl=id)
- Google Trends. (2024b). *Minat Penelusuran mengenai Rilakkuma di Indonesia Tahun 2012–2024*. [https://trends.google.co.id/trends/explore?date=2012-12-03 2024-12-31&geo=ID&q=%2Fm%2F07nf74&hl=id](https://trends.google.co.id/trends/explore?date=2012-12-03%2024-12-31&geo=ID&q=%2Fm%2F07nf74&hl=id)
- Google Trends. (2024c). *Minat Penelusuran mengenai Sanrio di Indonesia Tahun 2012–2024*. [https://trends.google.co.id/trends/explore?date=2012-12-03 2024-12-31&geo=ID&q=%2Fg%2F11g6qk93pv&hl=id](https://trends.google.co.id/trends/explore?date=2012-12-03%2024-12-31&geo=ID&q=%2Fg%2F11g6qk93pv&hl=id)
- Gordon, A. (2003). *A Modern History of Japan: From Tokugawa Times to the Present*. Oxford University Press.
- Hamaguchi, E., Kumon, S., & Creighton, M. R. (1985). A Contextual Model of the Japanese: Toward a Methodological Innovation in Japan Studies. *Journal of Japanese Studies*, 11(2), 289. [https://doi.org/https://doi.org/10.2307/132562](https://doi.org/10.2307/132562)
- Hickey, D., Li, S. S., Morrison, C., Schulz, R., Thiry, M., & Sorensen, K. (2017). Unit 731 and moral repair. *Journal of Medical Ethics*, 43(4), 270. <https://doi.org/10.1136/medethics-2015-103177>
- Hicks, G. L. (1995). *The comfort women: Japan's Brutal Regime of Enforced Prostitution in the Second World War*. W. W. Norton & Co.
- Hofstede, G. (1994). *Cultures and Organizations: Software of the Mind*. Harper Collins.
- info_yogyagroup. (2024). *Perhatian untuk Penggemar Cinnamoroll*. <https://www.instagram.com/p/DF9IjktO1in/?igsh=MXBIYWdwOTcxMm9lYw==>

Instagram @adinataind. (2023). *3 Size of My Melody Backpack.*
<https://www.instagram.com/p/CzoC0XNPilq/?igsh=MXZnNGdpeWtyODU5MQ==>

Instagram @AeroStreet. (2024). *Official Licensed Aerostreet Hello Kitty 50th Anniversary.*
<https://www.instagram.com/p/DBnWa13y38g/?igsh=N2VmY2g5b3M2dHcy>

Instagram @Bebepelum. (2024). *Cotton Lace Top as soft as cloud May Cinnamoroll always be with you through every second of your day.*
<https://www.instagram.com/p/DJIsc21zrHp/?igsh=b2gwbmJsYnowdnY=>

Instagram @colorbox. (2024). *Zip up and show up. This Kuromi jacket isn't just warm-it speaks loud. Save this for your next go-to fit.*

Instagram @IDN Times. (2025). *Sanrio Jaga Autentitas.*
https://www.instagram.com/p/DG5HAVGB6_p/?igsh=MWZmcDFldmJtbGY1NA==

Instagram @Morrs. (2024). *Meet the newest addition to our Hello Kitty shoe collection:*
Sora sandals.
<https://www.instagram.com/p/DCDgeI2TwJ8/?igsh=MTN6Zm9xaXcxb2d3cQ==>

Instagram @pipiqiubeauty. (2024). *It's Pay Day Sale Time!*
<https://www.instagram.com/p/DCyqXkQzPvP/?igsh=cmQzZDZkbDFsdXQ4>

Instagram @Sanrio Indonesia. (2018). *It's weekend! Have a great hangout time with your companion at Gudetama Cafe @cafe_shirokuma at Kota Kasablanka,*
UG floor.
<https://www.instagram.com/p/Brbx05ahEWl/?igsh=MWF3ZDRjdzZybjVhcQ==>

Instagram @Sanrio Indonesia. (2020). *Bad Badtz-Maru x @atsthe label full collection is available at @kotakasablanka until this weekend only.*
<https://www.instagram.com/p/CHXTwEcBi2O/?igsh=enZsemIjMHV0cHdz>

Instagram @Sanrio Indonesia. (2023). *Ngintip yuk dekorasi lucu dari duo karakter kesayangan kita, My Melody & Kuromi di Pacific Place Mall, Jakarta!*
<https://www.instagram.com/p/CngyiJeBwee/?igsh=MWJrdHlvMjZ1N3B5bw==>

Instagram @Sanrio Indonesia. (2024). *Hello Kitty Street Run 2024! Thank you semuanya yg sudah ikut berpartisipasi.*

Instagram @unicefindonesia. (2021). *Kantor UNICEF Indonesia kedatangan tamu istimewa, Hello Kitty!*
https://www.instagram.com/p/B44j_2gDasS/?igsh=MTd4bDcydGJza3J5MA==

Instagram @UReport. (2021). *Selain berkunjung ke PAUD, Hello Kitty juga mengunjungi salah satu SMP di Bogor lho!* <https://www.instagram.com/p/B4-EcfIDqur/?igsh=YmVyeTI3azl6ODBt>

Instagram @visualcap. (2024). *Japan Dominates The Global Market of Modern Popular Media Franchises.*
<https://www.instagram.com/p/C632gceslg3/?igsh=NnY0czJmNXBhdXVm>

Jakarta Shimbun. (2012). *【ジャカルタ日本祭り特集】Semakin Erat dan Mantap | Jak - Japan Matsuri Festival.*
<https://www.jakartashimbun.com/free/detail/2502.html>

Japan.gov. (2022). *Ikigai: The Japanese Secret to a Joyful Life.*
https://www.japan.go.jp/kizuna/2022/03/ikigai_japanese_secret_to_a_joyful_life.html

Japan Association for the 2025 World Exposition. (2023). *Press Release: Hello Kitty Appointed as a Special Supporter of Expo 2025 Osaka, Kansai, Japan!*
<https://www.expo2025.or.jp/en/news/news-20231127-01/>

Japan Forward. (2024). *Hello Kitty, Japan's Cutest Ambassador to the World.*
<https://japan-forward.com/hello-kitty-cultural-diplomacy-kawaii-sanrio-jica-asean-arielle-busetto/>

Japan Foundation. (n.d.). *About The Japan Foundation.* Retrieved August 12, 2025, from <https://www.jpf.go.jp/e/about/result/ar/2010/pdf/ar2010-01.pdf>

Japanesestation.com. (2018). *Yeay! Indonesia Kedatangan Hello Kitty Untuk Pertama Kalinya | Berita Jepang.* <https://japanesestation.com/news/buzz-from-japan/yeay-indonesia-kedatangan-hello-kitty-untuk-pertama-kalinya>

JJM. (2025). *Jak-Japan Matsuri (JJM) 2025.*
<https://www.jakjapanmatsuri.id/assets/img/ppsidn.pdf>

JNTO. (2012). *Data List | Japan Tourism Statistics.*
<https://statistics.jnto.go.jp/en/graph/>

JNTO. (2023). *Yuru Kyara: The Adorable and Absurdadors Ambassadors of Japanese Regional Tourism.*
<https://www.japan.travel/en/ca/inspiration/introduction-to-yuru-kyara/>

- Kakemochi.co.jp. (2025). インドネシア人に人気の海外旅行先、日本は2位. <https://kakemochi.co.jp/member/popular-overseas-travel-destinations-for-indonesians/#:~:text=@goodstats.id-,インドネシア人の旅行先として日本が人気の,言えるかもしれません。>
- Kanai, A. (2009). Karoshi (Work to Death) in Japan. *Journal of Business Ethics*, 84, 209–216. <http://www.jstor.org/stable/40294785>
- Kepo Jepang. (2021). *Akarui (Ceria, Cerah) – Belajar Bahasa Jepang*.
- Kinsella, S. (2013). Cuties in Japan. In L. and M. B. Skov (Ed.), *Women, Media and Consumption in Japan* (1st Edition, pp. 220–254). Routledge. <https://doi.org/10.4324/9781315026312>
- Kissinger, H. (1994). *Diplomacy*. Simon & Schuster.
- Koga, K. (2017). Transcending the Fukuda Doctrine: Japan, ASEAN and the Future of Regional Order. *Center for Strategic and International Studies*, 1–15. https://csis-website-prod.s3.amazonaws.com/s3fs-public/2023-06/170401_Koga_Strategic_Japan.pdf?VersionId=AtpqGTlAs0Mi1lj1M4L9tidPU_mO6FoN
- Koizumi, J. (2003). General Policy Speech by Prime Minister Junichiro Koizumi to the 156th Session of the Diet. In *Ministry of Foreign Affairs of Japan (MOFA)*. <https://www.mofa.go.jp/announce/pm/koizumi/speech030131.html>
- Kompas. (2014). *Yuk, Meet & Greet Bersama Hello Kitty di Dufan!* <https://nasional.kompas.com/read/xml/2015/05/05/09534801/Yuk.Meet.Greet.Bersama.Hello.Kitty.di.Dufan>
- Kompas. (2024). *Turis Indonesia Peringkat Ke-12 Paling Banyak ke Jepang Tahun 2024*. https://travel.kompas.com/read/2024/09/10/181500227/turis-indonesia-peringkat-ke-12-paling-banyak-ke-jepang-tahun-2024?lgn_method=google&google_btn=onetap
- korekawaii. (2019). *Maru-ji: Kawaii Handwriting in Japan*. <https://korekawaii.com/blogs/kawaii-lifestyle-blog/marui-ji-kawaii-handwriting-in-japan>
- Kurasawa, A. (2018). *Kuasa Jepang di Pulau Jawa : Perubahan Sosial di Pedesaan Jawa (1942-1945)*. Komunitas Bambu.
- Kurnia Handoyo, F. (2024). Japan's Cultural Diplomacy Through Anime and Manga in Promoting the 2020 Tokyo Olympics. *Asian Journal of Social and Humanities*, 2(5), 1028–1041. <https://doi.org/10.59888/ajosh.v2i5.237>

- Lebra, T. S. (1976). *Japanese Patterns of Behavior*. University of Hawaii Press.
- Lenczowski, J. (2009). "Cultural Diplomacy, Political Influence, and Integrated Strategy," in *Strategic Influence: Public Diplomacy, Counterpropaganda, and Political Warfare*. Institute of World Politics Press.
- Lenczowski, J. (2011). *Full Spectrum Diplomacy and Grand Strategy: Reforming The Structure and Culture of U.S. Foreign Policy*. Lexington Books.
- liputan6.com. (2024). *Hello Kitty Street Run, Serunya Lari Sambil Rayakan Ultah ke-50 Karakter Kucing Imut dan Sambut Natal 2024*. <https://www.liputan6.com/health/read/5826060/hello-kitty-street-run-serunya-lari-sambil-rayakan-ultah-ke-50-karakter-kucing-imut-dan-sambut-natal-2024>
- Matsui, T. (2014). NATION BRANDING THROUGH STIGMATIZED POPULAR CULTURE: THE "COOL JAPAN" CRAZE AMONG CENTRAL MINISTRIES IN JAPAN. *Hitotsubashi Journal of Commerce and Management*, 48(1), 81–97. <http://www.jstor.org/stable/43295053>
- Matsuura, K. (1994). *Kamus Bahasa Jepang–Indonesia*. Sangyo University Press.
- May, S. (2019). *The Power of Cute*. Princeton University Press. <https://doi.org/10.2307/j.ctvc77hsd>
- McGray, D. (2002). Japan's Gross National Cool. *Foreign Policy*, 130, 46–49. <https://doi.org/10.2307/3183487>
- McVeigh, B. J. (2000). How Hello Kitty Commodifies The Cute, Cool and Camp: "Consumutopia" versus "Control" in Japan. *Journal of Material Culture*, 5.
- MediaIndonesia.com. (2023). *Kesemarakan Sambut Tahun Kelinci di Pacific Place Mall*. <https://mediaindonesia.com/megapolitan/552508/kesemarakan-sambut-tahun-kelinci-di-pacific-place-mall>
- Merriam-Webster. (n.d.). *Festival | Definition & Meaning*. Retrieved August 13, 2025, from <https://www.merriam-webster.com/dictionary/festival>
- MLIT. (2008). ビジット・ジャパン・キャンペーン韓国観光親善大使及びビジット・ジャパン・キャンペーン中国・香港観光親善大使の任命について. https://www.mlit.go.jp/report/press/kanko03_hh_000003.html
- MLIT. (2023). *White Paper on Tourism in Japan 2024*. <https://www.mlit.go.jp/kankocho/content/001767069.pdf>

- MOFA. (2009). カワ イ イ (KAWAII) Ambassadors. <https://www.mofa.go.jp/announce/press/2009/3/0312.html>
- MOFA. (2017). *POKEMON and HELLO KITTY appointed as Special Envoys (Mascot Character) for EXPO 2025 OSAKA, KANSAI, JAPAN.* https://www.mofa.go.jp/press/release/press4e_001814.html
- Monden, M. (2014). *Japan Fashion Cultures: Dress and Gender in Contemporary Japan.* Bloomsbury.
- Morgenthau, H. J. (1985). *Politics Among Nations: The Struggle for Power and Peace* (K. W. Thompson (ed.); 6th ed.). Alfred A. Knopf, Inc. <https://archive.org/details/politicsamongnat0006morg/page/572/mode/1up?view=theater>
- Mubah, A. S. (2019). Japanese Public Diplomacy in Indonesia: The Role of Japanese Agencies in Academic Exchange Programs between Japan and Indonesia. *Jurnal Global & Strategis*, 13(1), 37–49. <https://ejournal.unair.ac.id/JGS/article/download/10777/7243/44202>
- Naito, T., & Gielen, U. (1992). *Tatemaie and Honne: A Study of Moral Relativism in Japanese Culture.* Swets & Zeitlinger.
- NBC. (2008, May 19). *Hello Kitty Named Japan Tourism Ambassador.* <https://www.nbcnews.com/id/wbna24708771>
- Nessa, N. L. M. W., Wiranata, I. M. A., & Suwecawangsa, A. P. (2024). Diplomasi Budaya Jepang Melalui Animasi Karya Makoto Shinkai Sebagai Instrumen Soft Power. *Jurnal Diskusi Ilmiah Komunitas Hubungan Internasional*, 4(1), 132–146. <https://ojs.unud.ac.id/index.php/hi/article/download/100348/56013>
- nippon.com. (2022). “*Satoyama*”: *Living Together with Nature.* <https://www.nippon.com/en/images/i00059/>
- Nye, J. S. (2004). *Soft Power: The Means to Success in World Politics* (1st ed.). Public Affairs. https://www.academia.edu/28699788/Soft_Power_the_Means_to_Success_in_World_Politics_Joseph_S_Nye_Jr
- Pacific Place. (2022). *Lightopia Christmas Performances.* <https://pacificplace.co.id/news/article/lightopia-christmas-performances-Oq5Ir>
- Pajtinka, E. (2014). Cultural Diplomacy in Theory and Practice of Contemporary International Relations. *Politické Vedy/Studies*, 103–106.

- Pratkanis, A. (2020). Public Diplomacy in International Conflicts: A Social Influence Analysis. In N. Snow & N. J. Cull (Eds.), *Routledge Handbook Public Diplomacy* (2nd ed., p. 112). Routledge. <https://doi.org/10.4324/9780429465543>
- prtimes.jp. (2025). 本日より、大分ハローキティ空港 開港。装飾 第1弾としてフォトスポットや限定グッズをお披露目へ ハーモニーランドのあ
る # 大 分 か ら 世 界 へ HELLO.
<https://prtimes.jp/main/html/rd/p/000000435.000007643.html>
- radiountar.com. (2017). *Bank Mandiri Presents Indonesia Comic Con 2017*.
<https://streaming.radiountar.com/bank-mandiri-presents-indonesia-comic-con-2017/>
- Ricklefs, M. C. (2008). *Sejarah Indonesia Modern 1200 – 2008*. Serambi Ilmu.
- Sanrio Company, L. (2024). *One World, Connecting Smiles. Sanrio Company, Ltd. Integrated Report 2024*. <https://corporate.sanrio.co.jp/en/ir/library/integrated-report/>
- Sanrio Puroland. (2025). *Sanrio Puroland*. <https://en.puroland.jp/language/>
- Shiiko. (2019). そもそも、”ユーモア”って？ .
<https://kinarino.jp/cat6/36171#:~:text=ユーモアがある人は、どんなにささいなことに,いる人とも言えます。>
- shingakunet.com. (2024). ゆめかわとは、どんな意味？ 甘くてメルヘンな世界が魅力の ゆめかわブランド 4 選 ! .
<https://shingakunet.com/journal/trend/20170327193868/>
- Stokes, B. (2015). *How Asia-Pacific Publics See Each Other and Their National Leaders: Japan Viewed Most Favorably, No Leader Enjoys Majority Support*. Pew Research Center . <https://www.pewresearch.org/global/2015/09/02/how-asia-pacific-publics-see-each-other-and-their-national-leaders/>
- Takashi, H. (2007). The Split Personality of the Nanking Massacre. *IIPS Policy Paper*, 330E, 4. <https://npi.or.jp/en/research/data/bp330e.pdf>
- tbs.co.jp. (2020). 「黒字化不可能」から一転! サンリオピューロランドが2年で回復した改革とは. <https://topics.tbs.co.jp/article/detail/?id=7437>
- TikTok. (2023). *Beliin Boneka Cinnamoroll dan Kuromi dari Jepang* .
<https://vm.tiktok.com/ZSA8EWdU1/>

- TikTok @47mon_sanrio. (2023). シナモロールの変身アプリ紹介. <https://vm.tiktok.com/ZSSvfaMPG/>
- Toku, M. (2018). *International perspectives on Shojo and Shojo Manga: The influence of Girl culture*. Routledge, Taylor & Francis Group.
- Tokyo Shimbun. (2023). サンリオ理念「みんななかよく」のルーツとは？創業者辻信太郎さんがコラム「いちごの王さま」に託す思い. <https://www.tokyo-np.co.jp/article/270651>
- TribunJatim. (2020). *Nostalgia Bareng Karakter Sanrio di Lenmarc Mall Surabaya, Cocok Buat Isi Libur Akhir Pekan*. https://jatim-tribunnews-com.cdn.ampproject.org/v/s/jatim.tribunnews.com/amp/2020/02/14/nostalgia-bareng-karakter-sanrio-di-lenmarc-mall-surabaya-cocok-buat-isi-libur-akhir-pekan?amp_gsa=1&_js_v=a9&usqp=mq331AQIUAKwASCAAzM%3D#amp_tf=Dari%251%24s&aoh=17506328623263&referrer=https%3A%2F%2Fwww.google.com&share=https%3A%2F%2Fjatim.tribunnews.com%2F2020%2F02%2F14%2Fnostalgia-bareng-karakter-sanrio-di-lenmarc-mall-surabaya-cocok-buat-isi-libur-akhir-pekan
- United Nations. (2019). *Hello Kitty - #HelloGlobalGoals Launch*. <https://www.un.org/en/creative-community-outreach-initiative-ccoi/hello-kitty-helloglobalgoals-launch>
- Uswah. (2020). *Mono no Aware, Konsep Jepang untuk Menghargai Sesuatu yang Akan Hilang*. <https://japanesestation.com/culture/tradition/mono-no-aware-konsep-jepang-untuk-menghargai-sesuatu-yang-akan-hilang>
- Wardana, I. M. W. S., Fasiska, I., & Dewi, P. R. K. (2015). Penggunaan Budaya Populer dalam Diplomasi Budaya Jepang melalui World Cosplay Summit. *Jurnal Hubungan Internasional*, 1(3). <https://ojs.unud.ac.id/index.php/hi/article/view/13475>
- Warta Event. (2019). *Tiga Desainer Muda Ini Terlibat Dalam Ulang Tahun Hello Kitty ke-45 di JFFF*. <https://wartaevent.com/tiga-desainer-muda-ini-terlibat-dalam-ulang-tahun-hello-kitty-ke-45-di-jfff/?amp=1>
- Wentz, J. (2016). *Revisiting Japan's Gross National Cool: Exporting Japanese Animation in the International Marketplace* [Liberty University]. <https://digitalcommons.liberty.edu/honors/584>
- Wray, J. (2023). National Histories, Private Memories: Indonesia and the Japanese Occupation. In *Trajectories of Memory* (pp. 99–116). Springer Nature Singapore. https://doi.org/10.1007/978-981-99-1995-6_6

- Wulandari, A. (2018). Makna Kreativitas Dan Kebersamaan Omikoshi Dalam Jak-Japan Matsuri Sebagai Diplomasi Budaya Jepang Di Indonesia. *Jurnal Sekretari*, 5(2), 13. <https://doi.org/10.32493/skr.v5i2.1576>
- X @ancoltnmimpian. (2015). *Hari ini di Dufan ada Meet & Greet Hello Kitty dan kamu bisa narsis foto bareng Hello Kitty*. <https://x.com/ancoltnmimpian/status/642493868307382272?s=19>
- X @tanyakanrl. (2024). *Ini Beneran Cinnamoroll itu Jantan? dan Dia Guguk?* <https://x.com/tanyakanrl/status/1751902132108923296?s=19>
- Xia, P. (2024). The Impact of Japan's Cultural Diplomacy on the Construction of Japan's Traditional Cultural Soft Power. *Highlights in Business, Economics and Management*, 35, 21–30. <https://doi.org/10.54097/zvh93w50>
- Yahoo News. (2022). 「戦争だから仕方がない」みんなそう思っていた——サンリオ辻名誉会長が語る軍国主義教育の恐ろしさと、「みんな仲よく」の信念. <https://news.yahoo.co.jp/articles/3b3dd8758c134d7f891a04b4339dc52111936fb6?page=4>
- Yano, C. R. (2013). *Pink Globalization: Hello Kitty's Trek across the Pacific*. Duke University Press. <https://doi.org/10.2307/j.ctv1131ccn>
- Yano, T. (1978). THE “FUKUDA DOCTRINE” AND ITS IMPLICATIONS FOR SOUTHEAST ASIA: A Japanese Perspective. *Southeast Asian Affairs*, 60–64. <http://www.jstor.org/stable/27908336>
- Young, N. (2024). *Kuromi: Unraveling the Charm of Sanrio's Mischievous Character*. https://www.bokksu.com/blogs/news/kuromi-unraveling-the-charm-of-sanrios-mischievous-character?srsId=AfmBOopB24lFtew2aIdwQLKKbbfUO9mH1lq3VHrFN1nN2UAHPkeDXNVB&utm_source=chatgpt.com
- Youtube @Hello Kitty And Friends. (2021). *Happy Napgus, Pompompurin! | Hello Kitty and Friends Supercute Adventures S3 EP 4*. <https://youtu.be/lAJskgR9sbg?feature=shared>
- Youtube @Hello Kitty Kids. (2021). *Hello Kitty Paradise | Birthday Party Time (EP 22)*.
- Youtube @Ryan's Archive. (2020). *Cinnamon The Movie | Eng Sub*. <https://youtu.be/kEIOb4KClKE?feature=shared>

Youtube @United Nations. (2019). *Hello Kitty for the Sustainable Development Goals - SDG Media Zone, 74th session of the UNGA.*
<https://youtu.be/G7AcNVsxBDg?feature=shared>

キティちゃんファンクラブ. (2017). キティちゃんファミリープロフィール.
<https://www.kittychan.info/profile.html>

サンリオ. (2025a). *About Sanrio | Company Profile & Philosophy.*
https://corporate.sanrio.co.jp/en/about_sanrio/

サンリオ. (2025b). *ぐでたま | サンリオ.*
<https://www.sanrio.co.jp/characters/gudetama/>

サンリオ. (2025c). *クロミ | サンリオ.*
<https://www.sanrio.co.jp/characters/kuromi/>

サンリオ. (2025d). *けろけろけろっぴ | サンリオ.*
<https://www.sanrio.co.jp/characters/keroppi/>

サンリオ. (2025e). *シナモロール | サンリオ.*
<https://www.sanrio.co.jp/characters/cinnamon/>

サンリオ. (2025f). *バッドばつ丸 | サンリオ.*
<https://www.sanrio.co.jp/characters/badtzmaru/>

サンリオ. (2025g). *ハローキティ | サンリオ.*
<https://www.sanrio.co.jp/characters/hellokitty/>

サンリオ. (2025h). *ポムポムプリン | サンリオ.*
<https://www.sanrio.co.jp/characters/pompompurin/>

サンリオ. (2025i). *マイメロディ | サンリオ.*
<https://www.sanrio.co.jp/characters/mymelody/>

サンリオ. (2025j). *リトルツインスターズ | サンリオ.*
<https://www.sanrio.co.jp/characters/kikilala/>

入戸野宏. (2009). "かわいい"に対する行動科学的アプローチ <論文>. 広島大学大学院総合科学研究科紀要.I, 人間科学研究, 4, 19–35.
<https://doi.org/https://doi.org/10.15027/29016>

入戸野宏, ニットノ, & ヒロシ. (2024). 「かわいい」の複合語に関する小史. 大阪大学大学院人間科学研究科紀要, 50, 49–67.
<https://doi.org/https://doi.org/10.18910/94725>

- 古田島洋介. (2016). 赤い糸の伝説. 明星大学研究紀要. 日本文化学部・言語文化学科, 1, 73–81. <https://meisei.repo.nii.ac.jp/records/958>
- 古賀玲子. (2009). 「かわいい」の帝国: モードとメディアと女の子たち. 青土社.
- 実松克義. (2018). 「和」: 日本的調和の思想の起源と本質. 応用社会学研究, 60, 171–190. <https://doi.org/https://doi.org/10.14992/00016300>
- 山田晋作, & 森本祥. (2015). かわいい文化の普及過程と伝達手段に関する情報学的考察. 専修大学経営学部, J1(11), 136–139. https://www.jstage.jst.go.jp/article/jasmin/2015f/0/2015f_136/_pdf/-char/ja
- 玲奈坂井. (2006). 思いやりに関する研究の概観と展望. 144–148. <https://repository.dl.itc.u-tokyo.ac.jp/records/31368>