

ABSTRAK

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(Japan-East Asia Network of Exchange for Students and Youths).

Tesis ini membahas *soft power* Jepang yang disebarkan melalui tiga *soft power currencies* dalam program pertukaran pelajar JENESYS (Japan-East Asia Network of Exchange for Students and Youths). Penelitian ini bertujuan untuk membuktikan bahwa ketiga *soft power currencies* tersebut berhasil meningkatkan citra Jepang di Indonesia. Metode yang digunakan adalah metode penelitian kuantitatif, dan data dikumpulkan dengan cara *in-depth interview*. Responden adalah peserta JENESYS yang mengikuti program setelah lulus seleksi. Responden sebanyak 7 orang. Hasil dari penelitian adalah ketiga *soft power currencies* berhasil meningkatkan citra Jepang di Indonesia melalui program JENESYS, dan adanya kepentingan ekonomi Jepang dibalik meningkatnya citra positif tersebut.

Kata kunci:

Soft power, soft power currencies, power currencies, Jepang, pertukaran pelajar, JENESYS.

ABSTRACT

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This dissertation discusses Japan's soft power that is spread through three soft power currencies in a student exchange programme named JENESYS (Japan-East Asia Network of Exchange for Students and Youths). The aim of this research is to prove that the three soft power currencies can elevate Japan's image in Indonesia. The research uses quantitative method, and data are collected by using in-depth interview. Respondents are JENESYS's participants that took part in the programme through a selection. There are 7 respondents. The result of the research is that all three soft power currencies has elevated Japan's image in Indonesia through the JENESYS Programme, and that there are Japan's economic interest behind the elevated image.

Keywords:

Soft power, soft power currencies, power currencies, Japan, student exchange, JENESYS.