

## ATARASHII KAZE'S NEW PUBLIC DIPLOMACY (AJIKAZE) TOWARD INDONESIA IN 2019-2024

**Bunga Hafizza Patra, Junita Budi Rahman, Chandra Purnama**

Universitas Padjadjaran, Indonesia

Email: bunga16002@mail.unpad.ac.id, junita@unpad.ac.id

chandra.purnama@unpad.ac.id

### ABSTRACT

*This research focuses on the analysis of public diplomacy conducted by Atarashii Kaze (Ajikaze) in Indonesia as a form of promotion of Japanese culture. Public diplomacy is one of the important strategies in international relations, especially in building positive relations between the Japanese and Indonesian people. The conceptual framework of this research uses the theory of public diplomacy activities proposed by Nicholas J. Cull, which includes elements such as listening, advocacy, cultural diplomacy, exchange diplomacy, and international broadcasting. This research was conducted using a descriptive method with a qualitative approach to explore the activities and forms of public diplomacy carried out by Ajikaze. The study results show that Atarashii Kaze's public diplomacy in Indonesia is implemented through a series of activities, such as exchanges through programs (I-mate), cultural visits, and the organization of various events that allow the target audience to actively participate in the cultural experience.*

**KEYWORDS** *New Public Diplomacy, Atarashii Kaze, NPO Ajikaze, Indonesia*



*This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International*

### INTRODUCTION

Competition between countries to achieve soft power Nowadays, one is carried out through public diplomacy (Tsvetkova & Rushchin, 2021). Public diplomacy is a way to build relations with other countries by understanding their needs, cultures, and people and correcting misperceptions in the international community (Kim, 2016). Public diplomacy is no longer only carried out by state actors but also by non-state actors to the international public even every segment of society can do it. One is by a non-profit organization or Non-Profit Organization (NPO) (Atif, 2024). NPOs with their characteristics (organized, private, independently determined, non-profit, and voluntary) are established for the public interest and do not generate profits for owners or investors. NPOs operate with diverse purposes and functions by the vision and mission of the organization through its programs (Hanada & Horie, 2021). NPO programs that are international can include the implementation of the function of cultural diplomacy of the home country, such as helping to bridge differences and open new avenues of

**How to cite:**

**E-ISSN:**

Patra B.H et all. (2025). Atarashii Kaze's New Public Diplomacy (AJIKAZE) Toward Indonesia in 2019-2024. Journal Eduvest.  
Vol(Number): 3179-3188  
2775-3727

communication as well as facilitating people-to-people exchanges, art, language, and education (Fett, 2021).

In the program, students from representative universities in these countries exchange emails in the context of information and cultural exchange. Through this information and culture exchange mission, it is hoped that it will be an opportunity for students to hone their Japanese language and increase their knowledge of Japanese culture (Hanada & Horie, 2021). In addition, Ajikaze actively invites member students to come to Japan through scholarships and organizing meetings between students. In its various activities, Ajikaze facilitates programs such as international student presentation tournaments, tree planting activities, volunteer activities in areas affected by the Great Earthquake (Eastern Japan), various cross-cultural exchange meetings, traditional cultural experiences, Home Visit Homestay, and so on. Exchange meetings are held in February every year and in the spring and autumn between I-mate participants, especially international students and their partners. At the end of the exchange meeting, on February 1, 2020, all I-mate international participants returned to Japan due to the COVID-19 pandemic, and the I-mate exchange meeting was held Online by the university. Through various activities held, Ajikaze aims to contribute to Asian peace and world peace by learning about Asian countries and deepening mutual understanding so that, in this case, Ajikaze plays a role as a non-state actor in supporting bilateral relations. This motivates the author to conduct further research on public diplomacy by the Non-Profit Organization Japan Atarashii Kaze.

### **RESEARCH METHOD**

The Research Methods used in this litigation is Qualitative Research Methods, by using the source information and References cultural diplomacy Japan against Indonesia through the NPO from Japan, Ajikaze. Qualitative research is a process to explore and understand the meaning of individual or group solutions to social or human problems. Qualitative research involves the questions and processes that arise, the data that is usually collected in the participant sessions, the data that is constructed in an inductive way from specific things to the general data, and the data that is used to make the data meaningful. In this litigation step the analysis will go hand in hand with data collection and transcription (Tracy, 2024). For example, the researcher analyzes the interviews collected so far, writes about what can eventually be included as a narrative in a scientific paper, and manages the structure. Researchers are trying to determine the meaning of a phenomena from the participant's point of view. In this litigation, we will examine the public diplomacy carried out by one of the agents of Japan and how the members of Ajikaze developed a pattern of behavior from time to time and the second was collected by using a narrative through interviews with the most involved individuals.

## RESULT AND DISCUSSION

In the international community, public diplomacy is implemented as an essential instrument in projecting a national image, and It also strengthens the presence or existence of a country's culture outside the country. Public diplomacy has been practiced as an essential instrument to strengthen a country's culture abroad and international relations. It distinguishes it from traditional diplomacy in many aspects. Public diplomacy has a character of unofficial, indirect, and dialogical diplomacy. Public diplomacy is also implemented as a mixture of government coalitions. Inter-government, and also actors non-governmental. Public diplomacy includes cultural diplomacy, listening, advocacy, international broadcasting, and Exchanges (Çiçek, 2022). According to (Clarke, 2016), four main components of cultural diplomacy are used to analyze all phenomena related to international relations, namely agent, agenda, vehicle, and target audience. Agents or agents in diplomacy are parties involved in implementing cultural diplomacy activities. The implementer is intended for state actors (state actors) and non-state actors (non-state actors). Public diplomacy is a soft power instrument consisting of a set of activities that are broader than cultural diplomacy, especially to the state media and public relations activities with the foreign public, aiming to explain an action or present a case (Al Breiki, 2025).

Public diplomacy can be categorized into one path (Track One Diplomacy), which is carried out by state actors, and two paths (Track Two Diplomacy), which involve non-state actors in the diplomacy process. In the new concept of public diplomacy, the role of non-state actors, including non-profit organizations (NPOs), is increasingly significant. Although not a state entity, NPOs can carry out the function of public diplomacy by bridging relations between countries through cultural, social, and community exchange approaches.

In contrast to traditional diplomacy, which tends to be centered on one-way communication, public diplomacy carried out by NPOs is more participatory. The target of diplomacy is not only to play the role of passive receiver of messages but also to be actively involved in interaction and exchange, thus creating a more dynamic and sustainable relationship.

New public diplomacy has several similarities with conventional public diplomacy, but there are significant changes in the aspects of actors, audiences, and implementation stages. Despite conceptual developments, the main goal of public diplomacy remains the same, namely "managing the international environment through engagement with foreign publics" (Alhamar, 2023). This development has been an ongoing debate in the study of public diplomacy, especially related to the shift towards a more interactive approach, which emphasizes reciprocity, exchange, and two-way communication.

One of the main differences between new public diplomacy and propaganda lies in its communication patterns. Although both aim to influence public opinion, the new public diplomacy emphasizes the importance of two-way communication, in which a state or non-state actor not only conveys a message but also listens to the responses of its audience (Saliu, 2022). In this context, the new public diplomacy functions as a one-way message delivery tool and an interactive mechanism that prioritizes audience engagement through social structures such as networks (Alhamar, 2023). In line with this, contemporary public diplomacy increasingly emphasizes dialogue rather than monologues. It is oriented toward achieving short-term foreign policy goals and building sustainable long-term relations (Stevanović et al., 2023).

(Mboya, 2025) identifies several key characteristics of the new field of public diplomacy, including the increasing number of actors involved, the acceleration and spread of wider communication, the blurring of boundaries between domestic and international issues, and the increasing pattern of collaboration among stakeholders. In this regard, (Alhamar, 2023) highlights the role of communication as a key factor in public diplomacy, which reflects a fundamental change in the practice of international relations.

Since the development of new public diplomacy, the role of communication has become increasingly important in the study of international relations. Communication is no longer just a tool to spread messages from countries to foreign publics but also a key element in building relationships and engagement with audiences. Therefore, the new concept of public diplomacy integrates communication as part of the main approach in its implementation. However, in practice, audience involvement in public diplomacy is often narrowly understood as the result of a state communication process. With the development of new studies on public diplomacy and interdisciplinary approaches in the study of public diplomacy, audience involvement has begun to be conceptualized more broadly as part of efforts to build relationships through people-to-people communication (Johnston & Taylor, 2018).

### **Elements in Public Diplomacy**

#### **Listening**

Listening is one activity of public diplomacy, and this activity includes collecting and compiling data about the public of foreign countries as well as opinions or opinions about public diplomacy actors.

This data collection aims to determine the policies of parties or actors about other countries.

Based on the research and data sources found by the researchers, Atarashii Kaze does not engage in any form of listening activity.

This relates to Atarashii Kaze as a non-profit organization (NPO) and an independent administrative institution.

So, in practice, activities in collecting data, compiling data, and formulating policies that regulate relations between foreign public relations are carried out through the Ministry of Foreign Affairs of Japan (MOFA) (Yasin, 2023).

Therefore, Listening is not part of Atarashii Kaze's activities. Still, Atarashii Kaze is under the policy set by the Japanese government regarding Non-profit organizations. However, the establishment and execution of its duties or activities are individualized based on identity as an organization that provides support for Japanese language learners and cultural exchanges to improve the understanding of Asian countries about Japan, including its history, society, and culture, through Japanese language education.

### **Advocacy**

Advocacy can take the form of press conferences with embassies, policy promotions, or official writings published by actors. It is a form of activity in which interested parties actively communicate with international parties to promote policies, ideas, or national interests related to foreign policy.

Japan announces its foreign policy through the Ministry of Foreign Affairs and publishes it in the Diplomatic Bluebook.

The Diplomatic Bluebook is an annual report published by the Ministry of Foreign Affairs on Japan's diplomatic policies and activities. The report provides an overview of Japan's international relations with other countries and explains the foreign policy in response to international issues concerning Japan.

As an independent institution that does not move directly under MOFA, Atarashii Kaze is also involved in Indonesia's Japanese public diplomacy advocacy activities. This is also reflected in one of their main activities, the I-Mate Program. Ajikaze organizes various cultural exchange and communication activities through this program by utilizing university-level Japanese language learners in several Asian countries. Atarashii Kaze utilizes media and methods to play an active role in increasing understanding and knowledge and the attractiveness of various Japanese cultures, from old traditions to mass culture.

Atarashii Kaze plays an active role in cultural events and organizes various activities related to the I-mate program. The activities they hold are related to Japanese culture. In Indonesia, this activity was carried out by Atarashii Kaze in collaboration with Padjadjaran University, which published it on its official website and in digital publications that were also listed in its official media. These activities include cultural performances and workshops, chanoyu, introducing snacks or snacks from Japan, and so on.

Although it is not directly related to the Japanese government, through Atarashii Kaze, there are diplomatic relations between Japan and Indonesia, which shows that an organization from Japan wants to establish contact with other countries in Asia, especially Indonesia. Then, through a series of activities held by this organization, a people-to-people understanding of the community between the two countries is created.

### **Cultural Diplomacy**

Cultural diplomacy refers to the efforts of actors to control the international environment through culture to be known by the foreign community. Implementing Atarashii Kaze cultural diplomacy is part of the mission of the Atarashii Kaze

organization. These various activities related to culture are part of an effort to promote a deeper understanding of Japan so that, in the end, both directly and indirectly, it can make the image of Japan more positive. For example, during their visits to countries where they cooperate, they actively introduce Japanese lifestyle and culture, such as workshops on Japanese culture, tea ceremonies, film screenings, music performances, exhibitions, traditional crafts, popular culture, and Japanese food culture.

In applying Japanese cultural diplomacy, Atarashii Kaze emphasizes three programs: the arts and culture exchange program, the Japanese language education program, and the study exchange program. This arts and culture exchange program includes various activities related to Japanese culture, such as traditional Japanese culture and Japanese popular culture. For example, during Ajikaze's visit to Indonesia, a series of activities were held together with members of Japanese language learners. This tea ceremony known in Japanese as *cha-no-yu*, is one of Atarashii Kaze's activities during his visit to Indonesia.

Chanoyu is a traditional Japanese cultural practice that has existed since ancient times and is practiced all over the world today. Chanoyu is the act of making a bowl of tea and serving it as a daily activity. This tradition involves preparing and serving powdered green tea in a way typical of Japanese culture. Chanoyu art, also called "tea gatherings" by practitioners, combines elements that include fine and applied arts, architecture, landscape design, and etiquette (Asian Art Museum Education Department, 2007).

This activity's purpose is to welcome special invited guests through the presentation of beautiful tea and introduce the classical culture of Japanese society. In Japan, the tea ceremony is a classic activity because not all Japanese people get to experience it. By participating in this activity, participants can learn how to serve Japanese tea with the philosophy of arousing self-awareness, generosity towards others, and respect for nature.

In addition to learning about chanoyu, Ajikaze also introduced one of Japan's traditional musical instruments, the Shakuhachi.

Shakuhachi is a traditional Japanese woodwind instrument held vertically like a recorder made from bamboo roots' cut ends. It has been used as background music in samurai dramas and films and as accompaniment to Japanese folk songs. Therefore, this musical instrument is often considered folk (Japan Cultural Envoys, 2022). It was introduced during his visit to Indonesia and played in several traditional Japanese songs.

Atarashii Kaze also regularly holds online meetings via Zoom, which members from various countries attend. Then, in the meeting, the theme will be determined; for example, what will be studied is about food in Japan and food in Indonesia. For example, it talks about Japanese regional festivals and Indonesian regional festivals. So, they also hold activities as an opportunity to understand various cultures and all the differences between them and their member countries. In this Zoom meeting, students and members of Ajikaze from the four countries will be present, as well as the universities of the four countries, with a total of about 100 people. This year's theme was held in April and was about traditional Japanese culture. However, in 2023, the theme chosen was about the cultural culture of young

people in both countries. So with this, Ajikaze bridges members to learn about different cultures, which is an opportunity to experience different cultures across national borders.

### **Exchange Diplomacy**

Exchange diplomacy is an effort by actors to control the international environment by sending people abroad within a certain period of time or vice versa, with the aim of studying culture and acculturation.

### **This reciprocal practice tends to cause 'similarities' in public diplomacy.**

This aligns with the vision of international learning and experiences that are mutually beneficial and can change at any time.

At first, Ajikaze assisted students studying Japanese in Asian countries. First, they started the activity in China to start the exchange; from then on, it began to increase to Vietnam, Thailand, and Indonesia. Ajikaze applied for help with the Japanese language for cultural exchange. To Support The first provided by Ajikaze is sending Japanese language teachers to universities in Asia with Japanese language majors. This is because the first members of this organization were Japanese language teachers. So when you want to help, the first thing that comes to mind is sending teachers with good skills to universities with Japanese language majors. However, since 6 years ago, this program has been stopped due to limited human resources. The big goal is to bridge between Japan and Asian countries. Ajikaze aims to educate young people who are the bridge between Japan and Asia. With this, Ajikaze also wants to build bridges and educate young people by sending Japanese teachers.

This teacher-sending program aims to build exchanges between Japanese and Asian youth who want to learn Japanese. This is expected to build a bridge for exchanging education to human resources in these countries. This program is a tool to build this exchange by becoming a bridge through a program that sends and introduces teachers with competence in the Japanese language and culture. Ajikaze also provides scholarships to foreign students, and according to the Ministry of Foreign Affairs, this is included in Japan's ODA (Official Development Assistance) support. Therefore, the provision of this scholarship is classified as a form of ODA support. Consequently, the form of scholarship support must be reported to the Ministry of Foreign Affairs, considering that its classification is included in the ODA support category.

### **International Broadcasting**

International broadcasting is an effort by actors to control the international environment by establishing relationships with foreign publics using technology such as radio, television, and the Internet.

In carrying out international broadcasts that introduce various activities of Atarashii Kaze, Atarashii Kaze focuses more on the Internet using social media, which is very relevant to today's ever-evolving world of technology. Social media is one of the easiest to reach the public because of the many communities on the platform. Atarashii Kaze currently has an official website in Japanese that includes information about organizations, activities, and things about Japanese culture. In addition to utilizing the official website, Atrashiii Kaze also operates an online magazine.

Ajikaze Shinbun is a digital magazine that comes out every season. The goal is to spread various information about Japanese culture to the world. In addition, Atarashii Kaze published Ajikaze Shinbun, which contains news and information on the development of Japanese culture.

Atarashii Kaze's international broadcasting through social media and official websites shows his commitment to introducing Japanese culture more widely. The use of digital media, such as the online magazine Ajikaze Shinbun, strengthens Atarashii Kaze's role in disseminating cultural information relevant to technological developments. By continuing to adapt to evolving communication trends, Atarashii Kaze not only introduces Japanese culture but also strengthens international relations through information channels that are more accessible to the global community.

In terms of acceptance, public diplomacy carried out through Ajikaze has been proven to increase Indonesian students' deep involvement with Japanese culture. Programs such as I-Mate and cultural visits provide hands-on experience in learning Japanese and open up a space for Indonesian students to share aspects of their culture with Japanese people. Discussions on daily life, social customs, and culinary culture show that these interactions are academic and reflect two-way cultural exchanges.

In the context of a new two-way public diplomacy, Ajikaze leverages academic and social networks to strengthen interpersonal relationships, indirectly strengthening relations between Indonesia and Japan. Students benefit from developing language skills, cultural understanding, and expanding social networks—these elements contribute to developing long-term international relations.

## CONCLUSION

Ajikaze, as agents or public diplomacy actors, carry out various programs and activities related to international exchange to create a sense of mutual understanding between the two countries per the organization's agenda. Researchers found that all activities and programs in Indonesia are carried out online and offline (by vehicle). Ajikaze carries out five types of public diplomacy activities, according to Nicholas J. Cull, namely advocacy, cultural diplomacy, exchange diplomacy, and international broadcasting. However, the researcher did not find any activities related to the listening activities in Ajikaze programs in four countries, including Indonesia.

Of the four public diplomacy activities by Ajikaze in Indonesia, the most widely carried out activities are cultural diplomacy and exchange diplomacy. This is by the work program carried out by Ajikaze, namely the art and culture exchange program, the Japanese language education program, and the intellectual exchange and Japanese studies program.

As a non-state actor, Ajikaze contributes to Japan's public diplomacy through independent channels. As a non-state actor, Atarashii Kaze (Ajikaze) does not represent the Japanese government directly. However, its activities, such as I-mate, align with Japan's efforts to strengthen bilateral relations through cultural

diplomacy and increased understanding between the country's public, which can indirectly provide a positive outlook to the members involved in the exchange.

## REFERENCES

- Al Breiki, A. (2025). The impact of public diplomacy on soft power strategy: moderating role of media and communication.
- Alhamar, N. A. J. (2023). A Strategic Public Diplomacy Framework for Enhancing Implementation of Public Diplomacy Practice in the Diplomatic Field of Qatar. University of Bradford.
- Atif, A. W. (2024). The Geopolitical Location of Afghanistan: Opportunities and Challenges in Relations with South and Central Asian Countries. *ATJSS*, 1(1), 58–65.
- Çiçek, A. (2022). Soft power, public diplomacy and public diplomacy techniques: A conceptual evaluation. *Turkish Business Journal*, 3(6), 103–119.
- Clarke, D. (2016). Theorising the role of cultural products in cultural diplomacy from a cultural studies perspective. *International Journal of Cultural Policy*, 22(2), 147–163.
- Fett, A. (2021). US people-to-people programs: cold War cultural diplomacy to conflict resolution. *Diplomatic History*, 45(4), 714–742.
- Hanada, S., & Horie, M. (2021). Impact of the CAMPUS Asia initiative for developing Japanese students' attitude toward mutual understanding: a case study of the Japan–China–Korea trilateral exchange program. *Research in Comparative and International Education*, 16(3), 276–294.
- Johnston, K. A., & Taylor, M. (2018). Engagement as communication: Pathways, possibilities, and future directions. *The Handbook of Communication Engagement*, 1–15.
- Kim, J. (2016). Public relations and public diplomacy in cultural and educational exchange programs: A coorientational approach to the Humphrey Program. *Public Relations Review*, 42(1), 135–145.
- Mboya, C. (2025). China in the new public diplomacy: A quest for credibility and legitimacy in Kenya. In *Handbook on Public Diplomacy* (pp. 107–119). Edward Elgar Publishing.
- Saliu, H. (2022). Rethinking media diplomacy and public diplomacy towards a new concept: Digital media diplomacy. *Online Journal Modelling the New Europe*, 39, 4–24.
- Stevanović, M., Pavličević, P., Vujinović, N., & Radovanović, M. (2023). International relations challenges and sustainable development in developing countries after 2022: conceptualization of the risk assessment model. *Energy, Sustainability and Society*, 13(1), 48.
- Tracy, S. J. (2024). *Qualitative research methods: Collecting evidence, crafting analysis, communicating impact*. John Wiley & Sons.
- Tsvetkova, N., & Rushchin, D. (2021). Russia's public diplomacy: from soft power to strategic communication. *Journal of Political Marketing*, 20(1), 50–59.
- Yasin, A. (2023). An Analysis of MoFA Indonesia's (Ministry of Foreign Affairs of Indonesia) Digital Diplomacy Via Twitter during COVID in 2020-2021. Universitas Islam Indonesia.

