

THE ROLE OF THE ASSOCIATION OF INDONESIAN ANGKLUNG ENVIRONMENTALISTS (PPAI) IN IMPLEMENTING ANGKLUNG VALUES IN JAPAN

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Abstract: This study aims to analyze the role of the Indonesian Angklung Activists Association (PPAI) in implementing the values contained in the angklung in Japan. The phenomenon that underlies this research is the limited understanding of the Japanese public towards the angklung, even though this musical instrument has high artistic, philosophical, and social values. The challenge is increasingly complex because Japanese culture tends to be individualistic, so that appropriate cultural diplomacy strategies are needed. This study uses qualitative methods with data collection techniques through in-depth interviews with stakeholders. The analysis focuses on PPAI's strategy in integrating the 5M concept (Easy, Educative, Mass, Festive, and Affordable) through the role of teachers as agents of education and character building. The results show that PPAI is able to utilize the angklung as an effective medium of cultural diplomacy, shaping a positive image of Indonesia in the eyes of the Japanese public, and encouraging the creation of socio-cultural networks that strengthen the exchange of values, ideas, and experiences between the two countries.

Keywords: Cultural Diplomacy, Angklung, Indonesia, Japan, Socio-Culture.

Introduction

In the study of international relations, a paradigm shift has occurred in achieving a country's national interests. While previously the use of coercive, intimidating, and coercive hard power was dominant, now a soft power approach through diplomacy has become the preferred method (Ramos, 2016). Diplomacy is no longer limited to a foreign policy instrument but has evolved to utilize various other media, one of which is cultural diplomacy. Culture serves as a bridge that unites views, fosters mutual understanding, and shapes a country's positive image in the eyes of the world. Indonesia, as a nation rich in cultural diversity, has great potential to use its cultural heritage as an instrument of diplomacy. Koentjaraningrat defines culture as the entire system of ideas, actions, and human works acquired through the learning process. In the international context, culture can be a key component in forming social and economic structures and act as a bridge to create harmony. One of Indonesia's cultural heritages with profound philosophical and social value is the angklung.

Angklung is a traditional musical instrument from West Java, possessing not only artistic value but also strong philosophical meanings such as mutual cooperation and social harmony. The angklung's evolving function, originally used in rice-planting rituals, has now become a means of entertainment and character education. Its international recognition was further enhanced after UNESCO designated it as a World Intangible Cultural Heritage on November 16, 2010. This recognition provides a strong foundation for Indonesia to continue preserving and utilizing the angklung as a tool for cultural diplomacy on the international stage. To fulfill its national interests, Indonesia has established bilateral relations with 162 countries, including Japan. The Indonesian government views Japan as a multicultural nation and a global tourist and economic destination, making it a strategic target for cultural diplomacy. Various government actors, including the Indonesian Embassy (KBRI) in Tokyo, the Indonesian Angklung Activists Association (PPAI), and the Japanese angklung community, are involved in this angklung diplomacy process. The angklung is considered an effective diplomatic instrument because the Japanese people are already familiar with bamboo as its basic material, facilitating its acceptance.

Although cultural diplomacy efforts have been extensive, their success is inseparable from the active participation of various parties. Therefore, this study aims to analyze the role of the Indonesian Angklung Activists Association (PPAI) in implementing the values embodied in the angklung in Japan. Using qualitative methods, this study will investigate the extent to which PPAI has carried out its role as an international organization in promoting the angklung and how the Japanese public has responded to this cultural diplomacy, in order to provide a comprehensive understanding of the angklung's contribution as a tool of Indonesian diplomacy.

Methods

This research employed a descriptive qualitative method. Data were obtained through literature review and interviews with Ardian Sumarwan, Deputy Chair of PPAI for Human Resources. Data analysis was conducted through data reduction, data presentation, and conclusion drawing. Data validity was tested using triangulation of sources, techniques, and time.

Result and Discussion

1. The Central Role of the Indonesian Angklung Activists Association (PPAI) in Angklung Diplomacy

Data analysis shows that the Indonesian Angklung Activists Association (PPAI) plays a crucial role as a non-state actor in cultural diplomacy, filling gaps that formal state diplomacy cannot address. This role extends beyond PPAI's role as a forum for the Indonesian diaspora and angklung enthusiasts in Japan, but extends to serving as a diplomatic agent proactively promoting angklung. By leveraging grassroots networks and direct interactions, PPAI creates more personal, organic, and sustainable interactions with local communities. The organization's existence demonstrates a paradigm shift in modern diplomacy, which is increasingly inclusive, involving various elements of civil society to more effectively achieve national interests. PPAI, through its initiatives, has successfully transformed the angklung from a mere cultural heritage into a powerful medium for social interaction, bridging differences and fostering camaraderie.

2. Implementation of a Diverse and Sustainable Promotion Strategy

PPAI implements a diverse and adaptive promotion strategy designed to reach various segments of Japanese society. Research findings show that PPAI regularly holds angklung workshops, performances at public events such as local and international cultural festivals, and training sessions in schools and communities. This approach is highly effective because it not only treats Japanese people as passive spectators but also encourages active participation in playing the angklung. By experiencing the collaborative process of playing the angklung firsthand, they gain

a deeper understanding of its philosophical values. This direct participation creates an emotional bond and a memorable cultural experience, transforming the angklung from a mere cultural object into a part of their lived experience, which in turn strengthens Indonesia's appeal.

3. Angklung as an Effective Diplomatic Instrument with Deep Philosophical Meaning

The angklung has proven to be a highly effective diplomatic instrument because it introduces not only the art of music but also relevant philosophical values. Values such as mutual cooperation, harmony, and collaboration, which are the essence of angklung playing, are easily understood and accepted by the Japanese people. Symbolically, playing the angklung, which requires cooperation between players to produce beautiful melodies, reflects the importance of harmony and collaboration in social life. Furthermore, the use of bamboo as the base material for the angklung shares cultural similarities with Japan, where bamboo is a familiar element in art and everyday life. This cultural proximity facilitates acceptance and appreciation by the Japanese public, eliminating initial cultural barriers that often hinder diplomacy.

4. Positive Response and Warm Reception from the Japanese Public

The Japanese public's response to angklung diplomacy was generally very positive and warm. Interview data indicates that many workshop participants were impressed by the simplicity and beauty of the angklung's melody, as well as the values of collaboration it teaches. Many were then moved to join local angklung communities or continue participating in activities organized by PPAI. This positive reception is a strong indicator of the success of angklung diplomacy in shaping a positive image of Indonesia, portraying it as a culturally rich, friendly, creative nation that upholds social harmony. This positive impact is also evident in the increased interest in Indonesian culture more broadly.

5. Challenges and Obstacles in Implementing Sustainable Diplomacy

Despite its success, PPAI also faces various challenges that must be overcome to ensure the sustainability of its program. The main challenges identified were funding and program sustainability. As a non-profit organization, PPAI often relies on voluntary donations and unstable government or private support, making long-term planning difficult. Furthermore, challenges arise in maintaining the enthusiasm and participation of community members amidst their busy daily lives, given that they are individuals with jobs and personal lives. These obstacles demonstrate that cultural diplomacy requires long-term commitment, creativity, and strong structural support, not only from within the organization but also from external sources.

6. Synergy between State and Non-State Actors as the Key to Success

Angklung diplomacy in Japan is a concrete example of effective synergy between state actors (the Embassy of the Republic of Indonesia/KBRI) and non-state actors (PPAI). Research results show that the Indonesian Embassy frequently facilitates and supports PPAI activities, both logistically and by providing legitimacy and broader reach. This collaboration creates a strong diplomatic ecosystem, with PPAI acting as the spearhead, interacting directly with the Japanese community, while the Indonesian Embassy provides strategic support and formal recognition. This synergy ensures that angklung is promoted not only as a community activity but also as part of Indonesia's foreign policy, thus maximizing the impact of cultural diplomacy as a whole.

7. The Role of Angklung in Strengthening Indonesia-Japan Bilateral Relations

More than just an artistic performance, the promotion of angklung serves as a bridge to strengthen bilateral relations between Indonesia and Japan. Through PPAI-organized activities, interactions between the people of both countries become more intense, fostering mutual understanding and fostering authentic friendships. Angklung becomes a unifying symbol, transcending language

barriers and cultural differences, which is the primary goal of cultural diplomacy. This aligns with efforts to build strong people-to-people relationships, which serve as an important foundation for political and economic cooperation at the national level.

8. Angklung's Contribution to Increasing Indonesia's Soft Power

The success of angklung diplomacy directly contributes to increasing Indonesia's soft power in Japan and beyond. According to Joseph S. Nye Jr.'s theory, the appeal of culture, in this case the angklung, creates a positive image that makes Indonesia more attractive to the world. Angklung not only promotes unique traditional musical art but also the nation's noble values, such as mutual cooperation, harmony, and hospitality. This enhanced reputation enhances Indonesia's bargaining position internationally and facilitates the achievement of other national interests without resorting to coercion or military force.

PPAI, as a diaspora community, not only functions as an implementer of diplomatic programs but also plays a crucial role in inspiring and growing the angklung community within the Japanese community. Through workshops and performances, PPAI has successfully fostered a local community that independently continues to develop and preserve the angklung. This community ultimately becomes an unofficial "cultural ambassador" helping to spread the angklung within their communities, demonstrating the long-term impact of PPAI's diplomacy. They form an integral part of the cultural bridge connecting Indonesia and Japan.

The results of this study have significant theoretical, practical, and academic implications. Theoretically, this study strengthens the argument that non-state actors play a crucial role in modern cultural diplomacy. Practically, these findings provide input for governments and other organizations to optimize the potential of cultural heritage as an effective diplomatic instrument, with the PPAI model as a concrete example. Academically, this research opens up space for further study on cultural diplomacy in the digital era, the role of the diaspora, and the influence of non-material culture in international relations, all of which are relevant to current global dynamics.

Conclusion

The conclusion that can be drawn from this study is that PPAI (Indonesian Angklung Activists Association) plays an important role in supporting the preservation and development of angklung, while strengthening international relations between Indonesia and Japan. This encourages cooperation in various fields, including Economics and Education. Angklung, as a traditional West Javanese musical instrument, not only has artistic value, but also deep philosophical and social meaning. The enthusiasm of the Japanese people towards angklung shows PPAI's significant contribution in preserving and promoting angklung in the world, and PPAI has made its mark as an international organization, but PPAI has not been optimal because PPAI has not collaborated with other angklung cultural organizations in Japan, which has caused angklung to not be so popular and the lack of strong support from the government for the implementation of such diplomacy.

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