



TABLE OF CONTENTS

HALAMAN PENGESAHAN	iii
PERNYATAAN BEBAS PLAGIASI	iv
ACKNOWLEDGEMENT	v
ABSTRAK	vi
ABSTRACT	vi
TABLE OF CONTENTS	viii
LIST OF PICTURES	x
Chapter I	1
INTRODUCTION	1
1.1 Background of Study	1
1.2 Objectives of Study	7
1.3 Scope of Study	7
1.4 Significance of Study	7
1.5 Literature Review	8
CHAPTER 2	10
RESEARCH METHODOLOGY	10
2.1 Theoretical Framework	10
2.1.1 Branding.....	10
2.1.2 Nation Branding.....	12
2.2 Research Design	15
2.3 Research Instrument	16
2.4 Method of Data Analysis	16
CHAPTER 3	17
FINDING AND DISCUSSION	17
3.1 Nation Branding Japan in Indonesia	17
3.1.1 Instagram of Masafumi Ishii.....	18
3.2 Nation branding through Instagram Masafumi Ishii	21
3.2.1. Nation branding in a cultural aspect.....	23
3.2.1.1 Himatsuri (Hina Matsuri).....	23
3.2.1.2 Kodomo no Hi.....	24
3.2.1.3 Japanese Empire.....	26
3.2.1.4 Tanabata.....	28
3.2.1.5 Japan pop culture.....	28



3.2.1.6 Japanese Language.....	30
3.2.2. Nation branding in the Japanese food aspect.....	32
3.2.2.1. Japanese Traditional Food	33
3.2.2.2. Japanese food product.....	35
3.2.3 Nation branding in the Tourism aspect.....	36
3.2.4 Others Aspect.....	39
CHAPTER 4	41
CONCLUSION	41
4.1 Conclusion	41
REFERENCES	43
APPENDICES	47