

"We Have Same Background" as Japan's Propaganda to Indonesia

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ABSTRACT

This paper analyzes how propaganda works during the war, focusing on Japanese propaganda during its occupation in Indonesia between 1943-1945 through the magazine. Using the text analysis approach, this paper tent to analyze how Djawa Baroe magazine, which consists of 250 articles, works as a propaganda tool in doctrine and mobilizes its dominated society. The research was conducted through three stages of analysis and later analyzed through critical discourse analysis. It can be seen that Japan uses Djawa Baroe magazine as a propaganda tool by showing a variety of persuasion, doctrine, proximity aspect, and the implementation of Japanese cultural influences in Indonesian society. In conclusion, the propaganda strategy used by Japan during its occupation in Indonesia can be seen from the style of language, the article's content, the use of provocative or persuasion sentences and images, and the information displayed in articles.

Keyword: Propaganda, war, Japanese occupation, magazine, proximity, doctrine

INTRODUCTION

The political and the media system are inevitably inseparable aspects. For example, there is a high opportunity of monopolizing the television market at the beginning of its appearance. The particular country's historical, social, and culture can affect its monopoly (Ciaglia, 2013, p. 541; Pfetsch, 2004, p. 344). Political communication culture and the development of the media structure determine the communication between political actors and the media during the production of messages.

The aims for the individual or organization interest, propaganda appears when the dominant attempts to control society and media. *Propaganda* can be defined as an attempt to influence the opinions, behaviors, and attitudes of the society target by excluding the impact of propaganda itself. (Rao, 1971, p. 95). Hence, society and media control are inseparable aspects of the dominant.

A wide variety of tools are used in propaganda activities, especially mass media. In the first world war (1914-1918), the nations used propaganda to control public opinion and spread the message against the enemy and allies (Whelan, 2017, p. 1). The use of various methods is one of the developments of propaganda to obtain a wider target. In the second world war, the government used mass media campaigns forcing the community to provide war supplies and behavior controls (Brennan, 2017, p. 3). In the world war, persuasive activity is tightly organized and developed by the expert (Fellows, 1959, p. 185).

War propaganda does not exclude Indonesia as one of the targets, especially during the Japanese occupation. Its arrival in 1942, the Japanese regarded itself as the “older brother” who would free Indonesia from the invaders. Indonesia’s natural wealth and human resources are the purposes of the Japanese arrival in Indonesia. Furthermore, a variety of propaganda strategies focusing on mass media and artworks are used to win the hearts of the Indonesian people. For example by the films (Nieuwenhof, 1984), literary works (Dewi, Setyanto, & Ambarastuti, 2015), theatres (Yoesoef, 2010), mass media (Irianti, 2014; Putri, M, & Arif, 2018), and also by the public figures (Kurasawa, 2015).

Japan also established a propaganda department called *Sendenbu*, a department to control and supervise the activity of propaganda. Communication media like newspaper, radio, television, posters, and flyers was also controlled by *Sendenbu* (Kurasawa, 2015). This also led to the removal of some media institutions, strict control-operated media, and supervision of the spread. In addition, political movements and organizations were also closely monitored and restricted, and some independence organizations were dissolved to prevent the independence movement.

This article tries to analyze how text can be used as a tool that can control society. By using critical discourse analysis, this paper also tries to explain how language as a text can be contributed to the process of behavior controls and the linkages with the culture and society.

METHODS

The data analysis in this research is Djawa Baroe magazine, which contained 250 articles published between 1942-1945 or the Japanese occupation era. Produced in Jakarta cooperate with Asia Raya daily news, Djawa Baroe magazine supervised by Djawa Shinbunkai (Java newspaper corporation). Written in bilingual, Japanese and Indonesian languages, this magazine is assumed to have a larger target audience of Indonesian and Japanese people. Propaganda activities can be seen clearly in every article, from written content to pictures. Even though this magazine was claimed as a news magazine, it can be seen that the magazine only contained power and the greatness of the Japanese in the war field.

There are three stages in data collection used in this research (Newman, 2007, pp. 20-21). First, Identify possible data related to the research category. Second, creating the system that records the specific aspects in the form of keywords which are then grouped according to the data. Last, the keywords were created according to the data. The research question in this article is how propaganda is implemented in Djawa Baroe magazine and how the text is shaped and produced in Djawa Baroe magazine by the Japanese as a propaganda tool.

After the collecting process, the data will be analyzed in three stages: reduction, condensation or data presentation, and conclusion (Miles & Huberman, 1994, pp. 10-11). First, describe and summarize the data. Magazine articles as the research data, data analysis will contain each article's text and picture description. Afterward, the summaries of the data after the reduction will be analyzed for the important keyword. In the last step, the data will be analyzed through the research view by linking the theories, paradigm, and research approach used in this paper.

ANALYSIS AND RESULT

The result shows three categories which are contained in Djawa Baroe magazines. There are Japan and "older brother"; knowledges; and the later, is society testimony. All the result shows Japanese deliver positive influences to indigenous people. Representing himself as an older brother by giving a lot of attention to Indonesia, Japan want to remove colonialism give Indonesia its independence.

Japan and "the older brother". It is interesting to discuss why Japan calls himself an "older brother". At the beginning of its arrival, the Japanese claimed himself as an older brother because of having similar background and race with Indonesian, Asian. As an older brother, the Japanese try to voluntarily help Indonesian from long years of colonialism. Japan also wants to help Indonesians earn the freedom to have their independence.

Japan's desire to establish dominion territory in Asia resulted in various attempts at bringing itself closer to the indigenous people. In several articles published in Java Baroe magazine, many of Japan's kindness towards the Indonesian people and people in the area of prosperity have been described. More attention is given and the lure of the abolition and expulsion of the western nation in Japan's acclaim to win the hearts of the people of the prosperous region, especially in Indonesia.

In Indonesia, after the inauguration and opening of the Putera office in Jakarta, Soekarno, as the national figure and the leader of Putera expressed the desire of the Indonesian people to cooperate with Japan. The meeting described that there was a desire, feeling, and will of the Indonesian people to assist the Japanese military during war. "*Dalam ruangan ini, semangat kerja sama akan selalu berapi-api. Dibawah bantuan saudara tua, kami akan bekerja keras dari satu negeri dan rakyat yang gagah berani*" ("In this room, the spirit of cooperation will always be fiery, under the help of our elder brothers, we will work hard from one country and a brave people") written in article "*Poetra moelai melangkah bekerdja*" ("Poetra take a step to work") Djawa Baroe 9th edition (May 1th, 2603/1943).

As an older brother, Japan also involves Indonesian figures as part of the government. This is written clearly in the magazine 13th edition (July 1st, 2603/1943) with the title article "*Rakjat Djawa mengambil bahagian dalam pemerintahan*" ("Indonesian people take part in the government"). This is claimed as a big evolution, as we know that Indonesian people cannot intervene in the government or any officials in the colonialism era.

The cooperation formed not only in war and government but also in the daily life of the Indonesian and Japanese people in Java. Several articles also represent the coexistence between the friendly and "family" Indonesian and Japanese people. Article with the title "*Pemandangan tentang tahoen baroe di Djawa*" ("New year view in Java", Djawa Baroe magazine 2nd edition, January 15th, 2603/1943) mentioned that many Japanese welcome the celebration with Indonesian girls by playing friendly.

Knowledge. As a second category, it is essential for the Japanese to approach and influence Indonesian people from the knowledge aspect. Japan gives the knowledge including formal and non-formal education. The former is formal education form including Japanese language, school education, and military training are given by the Japanese military government. Moreover, the

latter is farming, girls' school, cooking school, and daily life education. To facilitate the category, several keywords are used: education, student, teacher, training, or related words. The knowledge is given to facilitate mobilizing Indonesian society to reach the Japanese war's target.

The sending of youths from countries under supervision to Japan was carried out to learn various things for the benefit of the homeland as written in the article "*pemoeda-pemoeda jang beladjar di Nippon*" ("the youth who studied in Nippon", Djawa Baroe 11th edition, June 1st, 2603/1943). Farmers have also become one of the most noticed by the government. Farming to increase skills and crops is given to the farmer. Uses the technology and the farming skills are mentioned in the article published in 3rd edition (February 1st, 2603-1943) title "*perdjalanann Okazaki Goenseikan oentoek menjelidiki sekolah-sekolah*" ("Okazaki Goenseikan journey to investigate schools").

Teaching the Japanese language is implemented in schools with the purpose to facilitate the mobilizing and communication between nations. This information can be seen in the several articles in the magazines also article about Japanese letters and how to read it. Several editions also contained information of the Japanese language exam, which organized by the Japanese government.

As key people in the education system, the Japanese also tightly supervise teachers. Before teaching, selected *sekolah rakjat* (public school) teachers were sent to Jakarta to learn Japanese-related knowledge. "Pendidikan Djawa di Nippon" (Djawa education in Nippon) Djawa Baroe 11th edition (June 1st, 2603/1943) describes teachers are given the knowledge of the language, manners, and *taiso* for three months before the teacher returned to their hometown.

The Japanese government also gives informal education, like daily social life activities and family education. For example, household education are given for the women as described in the "*moerid-moerid sekolah kepandaian poetry 'wakaba' jang giat mendalami ilmoe roemah tangga*" ("school of kepandaian poetri 'wakaba' who are active in studying household", Djawa Baroe 3rd edition, February 1st, 2603/1943) article. Wakaba is a girls' school learning about households. Nona Azisah and Nippon's girl gives the education to prepare women to become great housewives like Japanese women. For the informal education, the teacher was Japanese figure to teach skills and speciality.

Japan's influences are starting to show the result in the "*Soeasana Nippon di Djawa*" article, which describes life in Java as getting more and more similar to life in Japan (Djawa Baroe 8th edition, April 15th 2603/1943). This indicates that Japan's influence on Indonesia has been successful, as seen from the environmental atmosphere on the island of Java which has begun to resemble life in Japan.

Testimony becomes the last category in this research. Testimony is one of the quite interesting propaganda strategy in getting the audience's attention, this strategy is also mostly carried out by political propagandists (Miller & Edwards, 1936, p. 76). Testimonial statements are widely expressed by the community and by social leaders to support someone or an organization (Hobbs & McGee, 2014, p. 59). This propaganda trick is also embraced in Djawa Baroe

magazine. Public opinion and statements of national figures are widely published that contain issues related to cooperation and good relations with Japan.

Statements about the joy of Indonesian people in welcoming Japan are also widely conveyed in several articles. Sentences such as "happy greeting", "the community welcomes", "many students show a spirit of will", "joyful and willingly" can be said to be the key to gaining the trust and interest of the Indonesian people. In some articles, also shown that Indonesian people are celebrating and rejoice because of their arrival and are happy to live together with Japan.

"Sambutan gembira dari rakyat Jawa kepada tentara Jepang dengan anggapan Jepang akan membantu melepaskan Indonesia dari kuasa Inggris, Amerika serta Belanda" ("Joyfull welcome from the people of Java to the Japanese army with the assumption that Japan will help release Indonesia from the power of Britain, America and the Netherlands" article: *"Djawa Baroe ke pembangoenan Djawa Baroe dengan membantoe Dai Nippon"*, Djawa Baroe 8th edition, April 15th 2603/1943).

Japanese Propaganda in the media, especially magazines, is seen by manipulating text and symbols in the media produced during the war. Japanese political Propaganda is carried out by introducing and developing new media (Kurasawa, 1987). The tactics of influencing the mind are carried out to change Indonesian society's patterns of action and thought towards Japan. From the analysis of the three categories, it can be seen that Japan provides a positive understanding and picture of Indonesian society through Djawa Baroe magazine.

The Japanese doctrine with the lure of freedom from Western nations and the promise of Indonesian independence began at the arrival in Indonesia. The Japanese way of manipulating reality in magazine articles is seen by putting forward persuasive sentences by saying that there is a good response from the Indonesian people to the arrival and goodness of the Japanese nation. In terms of closeness, Japan uses the word "old brother" with the same background as the Asian nation to establish cooperation with the Indonesian nation.

CONCLUSION

The Djawa Baroe magazine which produced during its occupation in Indonesia between 1943-1945 became one of the war tools used to influence its readers. Each article shows Japan's efforts to provide a sense of closeness between the two nations by displaying good relations and cooperation between the Japanese and Indonesians.

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