

DAFTAR PUSTAKA

- Abdi, K., Talebpour, M., Fullerton, J., Ranjkesh, M. J., & Nooghabi, H. J. (2019). *Identifying sports diplomacy resources as soft power tools*. *Place Branding and Public Diplomacy*, 15(2), 147-155. <https://doi.org/10.1057/s41254-019-00115-9>
- AJA. (2022). *Anime Industry Data*, 日本动画協会. Retrieved from <https://aja.gr.jp/english/japan-anime-data>
- AJA. (2023). *Anime Industry Report 2023 Summary*. Japan Anime Data. Retrieved from <https://aja.gr.jp/english/japan-anime-data>
- Akbar, A. (2019). *Diplomasi Publik Jepang melalui Gastrodiplomasi dalam Promosi Pariwisata Jepang Tahun 2013-2015*. Skripsi. Retrieved from <http://repository.umy.ac.id/handle/123456789/29592>
- Akbar, A. (July 23, 2021). *Tokyo Olympic Opening Ceremony: Toil and Mourning Bloom into Sparkling Extravaganza*. *The Guardian*. Retrieved from <https://www.theguardian.com/sport/2021/jul/23/tokyo-olympic-opening-ceremony>
- Allen, M. (2006). *Popular culture, globalization and Japan*. In M. Allen & R. Sakamoto (Eds.). New York: Routledge.
- Allison, A. (2006). *Millennial Monsters: Japanese Toys and The Global Imagination*. University of California Press.
- Anime News Network. (2021). *Peruvian politicians cosplay anime characters to score the otaku vote*. Retrieved from <https://www.animenewsnetwork.com/interest/2021-04-14/peruvian-politicians-cosplay-anime-characters-to-score-the-otaku-vote/.171709>
- Anime News Network. (2021). *What is happening in the anime industry in 2020-2021? An analysis of the animation industry report*. Retrieved from <https://www.animenewsnetwork.com/feature/2021-11-03/what-is-happening-in-the-anime-industry-in-2020-2021-an-analysis-of-the-animation-industry-report-/.179153>
- Anime News Network. (2021). *AJA: Anime industry contracted 3.5 percent in 2020*. Retrieved from <https://www.animenewsnetwork.com/news/2021-11-07/aja-anime-industry-contracted-3.5-percent-in-2020/.179142>
- Anime News Network. (2021). *Tokyo Olympics ends with LiSA's "Demon Slayer" opening song as ska*. Retrieved from <https://www.animenewsnetwork.com/interest/2021-08-08/tokyo-olympics-ends-with-lisa-demon-slayer-opening-song-as-ska/.176025>
- Anime News Network. (2022). *Japanese digital comic market grows to 411.4 billion yen*. Retrieved from

- <https://www.animenewsnetwork.com/news/2022-01-29/japanese-digital-comic-market-grows-to-411.4-billion-yen/.181895>
- Anime News Network. (2022). *Japanese comic market grows to 675.9 billion yen*. Retrieved from <https://www.animenewsnetwork.com/news/2022-02-28/japanese-comic-market-grows-to-675.9-billion-yen/.183095>
- Anime News Network. (2022). *Manga growth in popularity is here to stay, industry leaders predict*. Retrieved from <https://www.animenewsnetwork.com/feature/2022-05-11/manga-growth-in-popularity-is-here-to-stay-industry-leaders-predict/.183314>
- Anime News Network. (2022). *AJA: Anime industry grew by 13.3 percent in 2021*. Retrieved from <https://www.animenewsnetwork.com/news/2022-11-13/aja-anime-industry-grew-by-13.3-percent-in-2021/.191713>
- Anime News Network. (2023). *Manga market reaches record 677 billion yen in Japan in 2022*. Retrieved from <https://www.animenewsnetwork.com/news/2023-02-28/manga-market-reaches-record-677-billion-yen-in-japan-in-2022/.195361>
- Anime News Network. (2023). *AJA: Anime industry grew by 6.8 percent in 2022*. Retrieved from <https://www.animenewsnetwork.com/news/2023-12-18/aja-anime-industry-grew-by-6.8-percent-in-2022/.205649>
- Anime News Network. (2025). *AJA: Anime industry grew by 14.3 percent to new record high in 2023*. Retrieved from <https://www.animenewsnetwork.com/news/2025-01-08/aja-anime-industry-grew-by-14.3-percent-to-new-record-high-in-2023/.219656>
- Anholt, S. (2007). *Competitive identity: The new brand management for nations, cities, and regions*. Palgrave Macmillan. <https://doi.org/10.1057/9780230627727>
- Anholt, S. (2008). *Place branding: Is it marketing, or isn't it?*. *Place Branding and Public Diplomacy*, 4(1), 1–6. <https://doi.org/10.1057/palgrave.pb.6000088>
- Ang, I., Isar, Y., & Mar, P. (Eds.). (2016). *Cultural diplomacy: Beyond the national interest?* (1st ed.). Routledge. <https://doi.org/10.4324/9781315617985>
- Anime Cons. (2023). *Anime Expo 2023 Information*. Retrieved from <https://animecons.com/events/info/19555/anime-expo-2023>
- Aoyagi, H. (2005). *Islands of Eight Million Smiles: Idol Performance and Symbolic Production in Contemporary Japan*. Harvard University Press.
- Ardiansyah, T. (2023). *Soft Power Budaya Jepang dalam Film Animasi Boruto (Kawaki and Himawari Academy Arc) di Indonesia Tahun 2022* (Bachelor's thesis, Program Studi Ilmu Hubungan Internasional, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Islam Negeri Syarif Hidayatullah Jakarta).

- Retrieved
from <https://repository.uinjkt.ac.id/dspace/handle/123456789/74383>
- Asia Pacific Foundation of Canada. (2023). *Operation Anime: Global Crackdown on Pirated Japanese*. Retrieved from <https://www.asiapacific.ca/publication/operation-anime-global-crackdown-pirated-japanese>
- BBC News. (2016). *Japan's Abe appears as Super Mario at Rio Olympics closing*. BBC.com. Retrieved from <https://www.bbc.com/news/world-asia-37151800>
- BBC News Indonesia. (2020). *Olimpiade Tokyo mungkin akan dibatalkan*. BBC.com. Retrieved from <https://www.bbc.com/indonesia/olahraga-52000410>
- Bhandari, P. (2022). *What Is Deductive Reasoning?*. Scribbr. Retrieved from <https://www.scribbr.com/methodology/deductive-reasoning/>
- Bouissou, J.-M. (2006). *Japan's Growing Cultural Power: The Example of Manga in France*. In J. Berndt & S. Richter (Eds.), *Reading Manga: Local and Global Perceptions of Japanese Comics*. Leipziger Universitätverlag.
- Boykoff, J., & Gaffney, C. (2020). *The Tokyo 2020 games and the end of Olympic history*. *Capitalism Nature Socialism*, 31(2), 1-19. <https://doi.org/10.1080/10455752.2020.1738053>
- Buhmann, A., & Ingenhof, D. (2015). *The 4D Model of the country image: An integrative approach from the perspective of communication management*. *The International Communication Gazette*, 77(1), 102–124. <https://doi.org/10.1177/1748048514556986>
- Bukh, A. (2007). *Japan's history textbooks debate: national identity in narratives of victimhood and victimization*. *Asian Survey*, 47(5), 683–704. <https://doi.org/10.1525/as.2007.47.5.683>
- Boykoff, J., & Gaffney, C. (2020). *The Tokyo 2020 Games And The End Of Olympic History*. *Capitalism Nature Socialism*, 31(2), 1–19. <https://doi.org/10.1080/10455752.2020.1738053>
- Carminati, D. (2022). *The State of Japan's Soft Power After the 2020 Olympics*. *E-International Relations*. Retrieved from <https://www.e-ir.info/2022/08/13/the-state-of-japans-soft-power-after-the-2020-olympics/>
- Chang, M. H., & Hasegawa, T. (2007). *War and its remembrance: the perspective from Japan*. *Democracy and Security*, 3(1), 45–88. Retrieved from <https://www.jstor.org/stable/48602799>
- Clements, J., & McCarthy, H. (2015). *The Anime Encyclopedia (3rd revised ed.): A Century of Japanese Animation*. Stone Bridge Press.

- CNN Indonesia. (2021). *Serial animasi Star Wars melibatkan tujuh studio anime Jepang*. Retrieved from <https://www.cnnindonesia.com/hiburan/20210706150011-220-663898/serial-animasi-star-wars-libatkan-tujuh-studio-anime-jepang#:~:text=Proyek%20serial%20animasi%20Star%20Wars,tentang%20lingkungan%20dan%20konsep%20seni>
- Cool Japan Fund. (2022). *Our Features and Roles*. Retrieved from <https://www.cj-fund.co.jp/en/investment/purpose.html>
- Cool Japan Fund. (2022). *Company Overview*. Retrieved from <https://www.cj-fund.co.jp/en/about/company.html>
- ComicBook.com. (2024). *Anime character and the Vatican: Catholic perspectives in Japan*. Retrieved from <https://comicbook.com/anime/news/anime-character-the-vatican-catholic-japan/>
- Comin, D., & Hobijn, B. (2011). *Technology diffusion and postwar growth*. NBER Macroeconomics Annual, 25(1), 209–246. <https://doi.org/10.1086/657531>
- Condry, I. (2009). *Anime creativity: Characters and premises in the quest for cool Japan*. *Theory, Culture & Society*, 26(2-3), 139-163. Sage Publications. <https://doi.org/10.1177/0263276409103111>
- Craig, T. J. (2000). *Japan Pop: Inside the World of Japanese Popular Culture* (1st ed.). Routledge. <https://doi.org/10.4324/9781315703220>
- Creswell, J. W. (2013). *Qualitative inquiry and research design: Choosing among five approaches* (3rd ed.). Sage Publications. <https://doi.org/10.1177/1524839915580941>
- Crunchyroll. (2021). *Jujutsu Kaisen, Demon Slayer in top 10 tweeted shows of 2021 worldwide*. Retrieved from https://www.crunchyroll.com/news/quizzes/2021/12/9/jujutsu-kaisen-demon-slayer-in-top-10-tweeted-shows-of-2021-worldwide?srsId=AfmBOoow6a6zXXTKoygVBTPsQrdtX_U21WE969atGdlRdxhF6FeaB7PM
- Cull, N. J. (2008). *Public diplomacy: Taxonomies and histories*. ANNALS of the American Academy of Political Science, 616(1), 31–54. <https://doi.org/10.1177/0002716207311952>
- Cull, N. J. (2009). *Public diplomacy: Lessons from the past* (Vol. 22). Los Angeles, CA: Figueroa Press. <https://doi.org/10.25549/cpd-c119-988>
- Cull, N. J. (2010). *Public diplomacy: Seven lessons for its future from its past*. *Place Branding and Public Diplomacy*, 6(1), 11-17. <https://doi.org/10.1057/pb.2010.4>

- Dalio-Bul, M. (2009). *Japan Brand Strategy: The Taming of 'Cool Japan' and the Challenges of Cultural Planning in a Postmodern Age*. *Social Science Japan Journal*, 12(2), 247–266. <https://doi.org/10.1093/ssjj/jyp037>
- Dinnie, K. (2007). *Nation Branding: Concepts, Issues, Practice*. Routledge (1st ed.). <https://doi.org/10.4324/9780080554570>
- Dinnie, K. (2015). *Nation branding: Concepts, issues, practice*. Routledge. <https://doi.org/10.4324/9781315773612>
- Doodles Google. (2021). *Doodle Champion Island Games Begin*. Retrieved from <https://doodles.google/doodle/doodle-champion-island-games-begin/>
- Dubinsky, Y. (2019). *From Soft Power To Sports Diplomacy: A Theoretical And Conceptual Discussion*. *Place Branding and Public Diplomacy*, 15(2), 154–164. <https://doi.org/10.1057/s41254-019-00116-8>
- Dubinsky, Y. (2019). *Analyzing The Roles Of Country Image, Nation Branding, And Public Diplomacy Through The Evolution Of The Modern Olympic Movement*. *Physical Culture and Sport Studies and Research*, 84(1), 27–40. <https://doi.org/10.2478/pcssr-2019-0024>
- Dubinsky, Y. (2022). *The Olympic Games, nation branding, and public diplomacy in a post-pandemic world: Reflections on Tokyo 2020 and beyond*. *Place Branding and Public Diplomacy*. <https://doi.org/10.1057/s41254-021-00255-x>
- Dunia Games. (2021.). *7 Atlet Paralimpiade dan Olimpiade Tokyo 2020 yang Bergaya Seperti Karakter Anime*. Retrieved from <https://duniagames.co.id/discover/article/7-atlet-paralimpiade-dan-olimpiade-tokyo-2020-yang-bergaya-seperti-karakter-anime/en>
- Dunia Games. (2021). *7 Lagu Anime yang Diputar di Olimpiade Tokyo 2020*. Retrieved from <https://duniagames.co.id/discover/article/7-lagu-anime-yang-diputar-di-olimpiade-tokyo-2020/en>
- Fan, Y. (2008). *Soft power: Power of attraction or confusion?*. *Place Branding and Public Diplomacy*, 4(2), 147-158. <https://doi.org/10.1057/pb.2008.4>
- Fan, Y. (2010). *Branding the nation: Towards a better understanding*. *Place Branding and Public Diplomacy*, 6(2), 97–103. <https://doi.org/10.1057/pb.2010.16>
- Fukase, A. (2013). *Japan looks for ways to say it's cool*. *The Wall Street Journal*. Retrieved from <https://www.wsj.com/articles/SB10001424052702304607104579213720079660250>
- Garmabar, P., Rifai, M., & Hakim, F. N. (2024). *Soft diplomasi Jepang melalui anime dan manga untuk meningkatkan nation branding Jepang*. *Jurnal*

- Polinter: Kajian Politik dan Hubungan Internasional*, 9(2). Retrieved from <https://journal.uta45jakarta.ac.id/index.php/polhi/article/view/7420>
- Grape Japan. (2020, December 10). *Tokyo 2020 Olympics and Anime Collaboration*. Retrieved from <https://grapeejapan.com/129490>
- Gravett, P. (2004). *Manga: Sixty Years of Japanese Comics*. Laurence King Publishing.
- Green, H. S. (2015). *The Soft Power Of Cool: Economy, Culture And Foreign Policy In Japan*. *Toyo Hogaku*, 58(3), 221–242.
- Gundam Info. (2020). *Gundam Franchise Announces Collaboration with Tokyo 2020 Olympics*. Retrieved from https://en.gundam.info/news/hot-topics/01_467.html
- Handelman, S. (2012). *The Minds Of Peace Experiment: A Laboratory For People-To-People Diplomacy*. *Israel Affairs*, 18(1), 1–11. <https://doi.org/10.1080/13537121.2012.634278>
- Hayden, C. (2012). *The rhetoric of soft power: Public diplomacy in global contexts*. Lexington Books. <https://doi.org/10.5771/9780739142608>
- Hypebeast. (2021). *Anime themes played at the 2021 Tokyo Olympics*. Retrieved from <https://hypebeast.com/2021/8/anime-themes-played-at-the-2021-tokyo-olympics-news>
- IDX Channel. (2024). *Ini deretan skandal yang pernah menerpa Olimpiade, dari korupsi hingga doping*. Retrieved from <https://www.idxchannel.com/news/ini-deretan-skandal-yang-pernah-menerpa-olimpiade-dari-korupsi-hingga-doping>
- Ingenhoff, D., & Klein, S. (2018). *A political leader's image in public diplomacy and nation branding: The impact of competence, charisma, integrity, and gender*. *International Journal of Communication*, 12, 26. Retrieved from <https://ijoc.org/index.php/ijoc/article/view/8186>
- International Olympic Academy. (2025). *Cultural Olympiads: 100 years of cultural legacy within the Olympic Games*. Retrieved from <https://www.ioa.org.gr/post/cultural-olympiads-100-years-of-cultural-legacy-within-the-olympic-games>
- International Olympic Committee. (2020). *Tokyo 2020 G-Satellite carried to the International Space Station*. Retrieved from <https://www.olympics.com/en/news/tokyo-2020-g-satellite-carried-to-the-international-space-station>
- International Olympic Committee. (2020.). *United by Emotion to be the Tokyo 2020 Games motto*. Olympics.com. Retrieved from <https://www.olympics.com/en/news/united-by-emotion-to-be-the-tokyo-2020-games-motto>

- International Olympic Committee. (2021). *First Playbook published outlining measures to deliver safe and successful Olympics*. Olympics.com. Retrieved March 2021, from <https://www.olympics.com/en/news/first-playbook-published-outlining-measures-to-deliver-safe-and-successful-olymp>
- International Olympic Committee. (2021). *Olympic Marketing Fact File 2021 Edition*. Retrieved from <https://stillmed.olympics.com/media/Documents/International-Olympic-Committee/IOC-Marketing-And-Broadcasting/IOC-Marketing-Fact-File.pdf>
- International Olympic Committee. (2021). *The Playbooks*. Olympics.com. Retrieved from <https://olympics.com/tokyo-2020/en/games/tokyo-2020-playbooks/>
- International Olympic Committee. (2021). *Tokyo 2020 facts and figures*. Olympics.com. Retrieved from <https://www.olympics.com/ioc/tokyo-2020-facts-and-figures>
- International Olympic Committee. (2021). *Tokyo 2020 mascots: Top 10 facts*. Retrieved from <https://www.olympics.com/en/news/tokyo-2020-mascots-top-10>
- International Olympic Committee. (2021). *Tokyo 2020 Organising Committee publishes final balanced budget*. Olympics.com. Retrieved from <https://www.olympics.com/ioc/news/tokyo-2020-organising-committee-publishes-final-balanced-budget>
- International Olympic Committee. (2021). *Tomorrow's Leaves: Olympic Foundation for Culture and Heritage*. Retrieved from <https://www.olympics.com/ioc/the-olympic-foundation-for-culture-and-heritage/arts-and-culture/tomorrowsleaves>
- International Olympic Committee. (2023). *Becoming an Olympic Games host: 2032 host election*. Olympics.com. Retrieved from <https://www.olympics.com/ioc/becoming-an-olympic-games-host/2032-host-election>
- International Olympic Committee. (2023). *Moscow 1980*. Olympics.com. Retrieved from <https://www.olympics.com/en/olympic-games/moscow-1980>
- International Olympic Committee. (2023). *Olympic House*. Olympics.com. Retrieved from <https://www.olympics.com/ioc/olympic-house>
- International Olympic Committee. (2023). *The Olympic Movement*. Olympics.com. Retrieved from <https://www.olympics.com/ioc/olympic-movement>

- International Olympic Committee (IOC). (2023). *Tokyo 2020 Playbooks*. Retrieved from <https://www.olympics.com/tokyo-2020/en/games/tokyo-2020-playbooks/>
- International Olympic Committee. (2024). *Olympic Agora Tokyo 2020*. Olympics.com. Retrieved from <https://www.olympics.com/museum/explore/programmes/olympic-agera/olympic-agera-tokyo-2020>
- International Olympic Committee. (2025). *Past host elections Olympic Games*. Olympics.com. Retrieved from <https://www.olympics.com/ioc/documents/olympic-games/past-host-elections-olympic-games>
- Ito, K. (2005). *A History of Manga in the Context of Japanese Culture and Society*. *The Journal of Popular Culture*, 38(3), 456. <https://doi.org/10.1111/j.0022-3840.2005.00123.x>
- Iwabuchi, K. (2015). *Pop-culture diplomacy in Japan: Soft power, nation branding and the question of 'international cultural exchange.'* *International Journal of Cultural Policy*, 21(4), 419–432. <https://doi.org/10.1080/10286632.2015.1042469>
- Iwabuchi, K. (2015). *Resilient Borders and Cultural Diversity: Internationalism, Brand Nationalism, and Multiculturalism in Japan*. Lexington Books.
- Jang, W., & Song, J. E. (2017). *Webtoon as a New Korean Wave in the Process of Glocalization*. *Kritika Kultura*.
- Jeans, R. B. (2005). *Victims or victimizers? Museums, textbooks, and the war debate in contemporary Japan*. *The Journal of Military History*, 69(1), 149–195. Retrieved from <http://www.jstor.org/stable/3397046>
- JRPASS. (2019). *Get to Know the Tokyo 2020 Olympics Mascots*. Retrieved from <https://www.jrpass.com/blog/get-to-know-the-tokyo-2020-olympics-mascots>
- Kawamura, Y. (2012). *Fashioning Japanese Subcultures*. Berg Publishers.
- Kedutaan Besar Jepang di Indonesia. (2008). *Doraemon ditunjuk sebagai duta budaya Jepang*. Retrieved from https://www.id.emb-japan.go.jp/news08_23.html
- Kedutaan Besar Jepang di Indonesia. (2008). *Pelantikan "Doraemon" sebagai Duta Besar Budaya Animasi dan Kunjungan Kehormatannya ke Kedutaan Besar Jepang*. Retrieved from https://www.id.emb-japan.go.jp/news08_23.html
- Kompas. (2021). *Olimpiade Tokyo 2020 habiskan dana terbesar sepanjang sejarah*. Kompas.com. Retrieved

from <https://www.kompas.com/tren/read/2021/07/25/072500265/olimpiade-tokyo-2020-habiskan-dana-terbesar-sepanjang-sejarah?page=all>

- Kotaku. (2021). *Olympics commentator tries his best to say "Gundam"*. Retrieved from <https://kotaku.com/olympics-commentator-tries-his-best-to-say-gundam-1847366388>
- Kumparan Travel. (2020). *Kyoto International Manga Museum: Surga bagi Pecinta Animasi dan Komik*. Retrieved from <https://kumparan.com/kumparantravel/kyoto-international-manga-museum-surga-bagi-pecinta-animasi-dan-komik-27431110790535819/1>
- Lam, P. E. (2007). *Japan'S Quest For "Soft Power:" Attraction And Limitation*. *East Asia*, 24(4), 349–363. <https://doi.org/10.1007/s12140-007-9028-6>
- Lee, S. T. (2021). *Vaccine diplomacy: Nation branding and China's COVID-19 soft power play*. *Place Branding and Public Diplomacy*, 19(1), 64–78. <https://doi.org/10.1057/s41254-021-00224-4>
- Leonard, M. (2002). *Public diplomacy*. The Foreign Policy Center. Retrieved from <https://fpc.org.uk/publications/public-diplomacy/>
- Liputan 6. (2021). *Pembukaan Olimpiade Tokyo 2020 Putar Musik Game Jepang, Ada Lagu Final Fantasy*. Retrieved from <https://www.liputan6.com/teknoread/4614538/pembukaan-olimpiade-tokyo-2020-putar-musik-game-jepang-ada-lagu-final-fantasy?page=2>
- Manheim, J. B. (1994). *Strategic public diplomacy and American foreign policy: The evolution of influence*. Oxford University Press. ISBN: 0195087372
- Manzenreiter, W. (2010). *The Beijing Games in the Western imagination of China: The weak power of soft power*. *Journal of Sport and Social Issues*, 34(1), 29-48. <https://doi.org/10.1177/0193723509358968>
- McConnell, D., & Watanabe, Y. (2008). *Soft Power Superpowers: Cultural and National Assets of Japan and the United States*. New York: M.E. Sharpe.
- McCurry, J. (2021). *'Claims Could Run Into Billions': The Interests At Stake If Olympics In Japan Were Cancelled*. The Guardian. Retrieved from <https://www.theguardian.com/sport/2021/jun/10/claims-could-run-into-billions-the-interests-at-stake-if-olympics-in-japan-were-cancelled>
- McGray, D. (2002). *Japan's Gross National Cool*. *Foreign Policy*, 130, 44–54. <https://doi.org/10.2307/3183487>
- Melissen, J. (2005). *The new public diplomacy: Soft power in international relations*. Palgrave Macmillan. <https://doi.org/10.1057/9780230554931>
- Merriam, S. B., & Tisdell, E. J. (2015). *Qualitative research: A guide to design and implementation*. John Wiley & Sons. ISBN: 111900361X

- Méndez, C. P. (2020). El legado internacional de los megaeventos deportivos en Brasil: lecciones políticas y económicas para los países de la semiperiferia. *Papel Político*, 25. <https://doi.org/10.11144/Javeriana.papo25.ilsn>
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative Data Analysis: An Expanded Sourcebook* (2nd ed.). SAGE Publications. ISBN: 9780803955400
- MOFA. (2021). *Japan's Diplomatic Bluebook 2021*. Retrieved from https://www.mofa.go.jp/policy/other/bluebook/2021/pdf/en_index.html
- MOFA. (2022). *Cultural Exchange through Pop Culture*. Retrieved from <https://www.mofa.go.jp/policy/culture/exchange/pop/index.html>
- MOFA. (2024). *Establishment of the International Manga Award*. Retrieved from https://www.mofa.go.jp/announce/announce/2007/5/1173601_826.html
- Moleong, L. J. (2007). *Metodologi Penelitian Kualitatif*. PT Remaja Rosdakarya. ISBN: 979-514-051-5
- Murray, S., & Pigman, G. A. (2013). *Mapping the relationship between international sport and diplomacy*. *Sport in Society*, 17(9), 1098–1118. <https://doi.org/10.1080/17430437.2013.856616>
- Napier, S. J. (2001). *Anime from Akira to Princess Mononoke: Experiencing Contemporary Japanese Animation*. Palgrave Macmillan.
- Netflix. (2020). *Production Line Partnerships 2020*. About Netflix. Retrieved from <https://about.netflix.com/id/news/production-line-partnerships-2020>
- Nipino, (2020). *Beyond Borders: The Global Impact of Anime and Manga*. Medium. Retrieved from <https://medium.com/@nipinodotcom/beyond-borders-the-global-impact-of-anime-and-manga-7b3f5dae7ae2>
- Nippon.com. (2024). *Japan data: Anime industry growth statistics*. Retrieved from <https://www.nippon.com/en/japan-data/h01940/>
- NPR. (2021). *Olympic Opening Ceremony Parade of Nations Order*. Retrieved from <https://www.npr.org/sections/tokyo-olympics-live-updates/2021/07/23/1019748409/olympic-opening-ceremony-parade-of-nations-order>
- Nye, J. S. (2004). *Soft power: The means to success in world politics*. PublicAffairs.
- Nye, J. S. (2008). *Public diplomacy and soft power*. *Annals of the American Academy of Political and Social Science*, 616(1), 94–109. <https://doi.org/10.1177/0002716207311699>
- Olympic Analysis. (2020). *Pop culture diplomacy: Japan's use of videogames, anime to promote the Olympics and appeal to younger audiences*. Olympic and Paralympic Analysis. <https://olympicanalysis.org/section-4/pop>

culture-diplomacy-japans-use-of-videogames-anime-to-promote-the-olympics-and-appeal-to-younger-audiences/

- Olympic Museum. (2021). *Sport x Manga Exhibition*. Retrieved from <https://www.olympics.com/museum/visit/exhibition/past-temporary-exhibitions/sportxmanga>
- Olympics News (2020). *Tokyo's party started the moment Rio 2016 said goodbye*. Olympic and Paralympic Games. Retrieved from <https://olympics.com/en/news/tokyo-s-party-started-the-moment-rio-2016-said-goodbye>
- ONE Esports. (2021). *Olimpiade Tokyo 2020 dan Hubungannya dengan Dunia Game*. Retrieved from <https://www.oneesports.id/seputar-game/olimpiade-tokyo-2020/>
- Otaku Summit. (2020). *World International Otaku Summit (WIOS)*. Retrieved from <https://otaku-summit.jp/en/wios.html>
- Otmazgin, N. (2014). *Anime in the US: The Entrepreneurial Dimensions of Globalized Culture*. *Pacific Affairs*. Retrieved from <https://doi.org/10.5509/201487153>
- Otmazgin, N. K. (2014). *Regionalizing Culture: The Political Economy of Japanese Popular Culture in Asia* (pp. 51–89). Honolulu: University of Hawai'i Press. Retrieved from <http://www.jstor.org/stable/j.ctt6wqw63.7>
- Pamment, J. (2014). *Articulating influence: Toward a research agenda for interpreting the evaluation of soft power, public diplomacy and nation brands*. *Public Relations Review*, 40(1), 50-59. <https://doi.org/10.1016/j.pubrev.2013.11.019>
- Pratama, D. A. (2022). *Upaya diplomasi publik dan nation branding Jepang pada bidang green economy melalui Olimpiade Tokyo 2020*. Universitas AMIKOM Yogyakarta. Retrieved from <https://eprints.amikom.ac.id/id/eprint/330/>
- Reuters. (2020). *Chile pension withdrawals amid coronavirus pandemic*. Retrieved from <https://www.reuters.com/article/us-health-coronavirus-chile-pensions-idUSKCN24G3B4/>
- Schodt, F. L. (1983). *Manga! Manga! The World of Japanese Comics*. Kodansha International.
- Screen Daily. (2023). *Japanese Anime Industry Generated Record £22bn In 2023 With Overseas Surpassing Local Takings*. Retrieved February 26, 2025, from <https://www.screendaily.com/news/japanese-anime-industry-generated-record-22bn-in-2023-with-overseas-surpassing-local-takings/5198698.article>

- Space Sky Rocket. (2023). *G-Satellite (Tokyo 2020 Olympics)*. Retrieved from https://space.skyrocket.de/doc_sdat/g-satellite.htm
- Stake, R. E. (2010). *Qualitative Research: Studying How Things Work*. Guilford Press. ISBN 9781606235454
- Stalker, N. K. (2018). *Japan: History and Culture from Classical to Cool*. Berkeley: University of California Press. Retrieved from <https://www.ucpress.edu/book/9780520287778/japan>
- Steinberg, M. (2012). *Anime's Media Mix: Franchising Toys and Characters in Japan*. University of Minnesota Press.
- Sugiyono, (2016). *Metode Penelitian Pendidikan: Pendekatan Kuantitatif, Kualitatif, dan R&D* (10th ed.). Alfabeta. ISBN: 979-8433-71-8
- Suhri, S. S. L. (2024). *Upaya nation branding Jepang melalui olahraga: Studi kasus Olimpiade Tokyo 2020*. Universitas Pembangunan Nasional Veteran Jawa Timur. Retrieved from <https://repository.upnjatim.ac.id/id/eprint/26021>
- Snow, N., & Cull, N. J. (Eds.). (2020). *Routledge handbook of public diplomacy* (2nd ed.). Routledge. <https://doi.org/10.4324/9780429465543>
- Talk Sport. (2021). *Ben Whittaker's "Hadouken" celebration at Tokyo Olympics*. Retrieved from <https://talksport.com/boxing/919139/ben-whittaker-hadouken-olympics-anthony-joshua/>
- Taylor, P. M. (2008). *Public diplomacy and strategic communications*. In N. Snow & P. M. Taylor (Eds.), *Routledge handbook of public diplomacy* (pp. 32–36). Routledge.
- The Jakarta Post. (2017). *Olympics: Anime characters turn ambassadors for Tokyo 2020*. The Jakarta Post. Retrieved from <https://www.thejakartapost.com/life/2017/02/03/olympics-anime-characters-turn-ambassadors-for-tokyo-2020.html>
- The Olympic Studies Centre. (2021). *Tokyo 2020 Nippon Festival Official Guidebook*. Olympic World Library. Retrieved from https://library.olympics.com/Default/doc/SYRACUSE/1854459/tokyo-2020-nippon-festival-tokyo-2020-nippon-festival-official-guidebook-the-tokyo-organising-commit?_lg=en-GB
- The Oscars. (2016). *Collection Highlights: Hayao Miyazaki*. Retrieved from <https://www.oscars.org/collection-highlights/hayao-miyazaki>
- The Washington Post. (2021). *Anime and manga will take center stage at the Olympics. It could fuel a boom in interest*. The Washington Post. Retrieved from <https://www.washingtonpost.com/sports/olympics/2021/07/22/japanese-anime-manga-olympics/>

- TikTok. (2025). #*AnimeTikTok*. Retrieved from <https://www.tiktok.com/tag/animetiktok>
- Valdés, B. (2003). *An application of convergence theory to Japan's post-WWII economic "miracle"*. *The Journal of Economic Education*, 34(1), 61–81. Retrieved from <http://www.jstor.org/stable/30042525>
- Variety. (2016). *'Your Name's' Success Redraws Anime Tourism Map*. Retrieved from <https://variety.com/2016/film/asia/your-name-success-redraws-anime-tourism-map-1201904059/>
- Voice of America Indonesia. (2020). *Olimpiade Tokyo mungkin akan dibatalkan*. VOA Indonesia. Retrieved from <https://www.voaindonesia.com/a/olimpiade-tokyo-mungkin-akan-dibatalkan/5745414.html>
- Wang, J. (2006). *Managing national reputation and international relations in the global era: Public diplomacy revisited*. *Public Relations Review*, 32(2), 91-96. <https://doi.org/10.1016/j.pubrev.2005.12.001>
- Wood, C. (2018). *Manga: A Brief History*. *Journal of Antiques*. Retrieved from <https://journalofantiques.com/features/manga-brief-history/>
- X. (2021). *@TeamUSA's Tweet on Olympic Anime-Inspired Athletes [Post]*. X. Retrieved from <https://x.com/TeamUSA/status/1422911032691810311>
- X. (2025). *@MAPPA_Info*. X. Retrieved from https://x.com/MAPPA_Info