

**SUCKER PUNCH PRODUCTION'S ROLE IN PUBLIC
DIPLOMACY TO PROMOTE TSUSHIMA ISLAND TOURISM
THROUGH “GHOST OF TSUSHIMA”**

UNDERGRADUATE THESIS

**Submitted to the Faculty of Social and Political Sciences, Department of
International Relations State Islamic University Sunan Ampel Surabaya as a
condition for graduation to obtain a Bachelor of Social Studies (S.Sos) in the
Field of International Relations**



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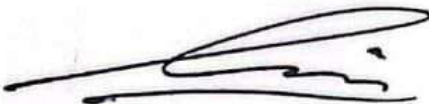
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ABSTRACT

Muhammad Kafi Adi Satria, “SUCKER PUNCH PRODUCTION'S ROLE IN PUBLIC DIPLOMACY TO PROMOTE TSUSHIMA ISLAND TOURISM THROUGH “GHOST OF TSUSHIMA””. Undergraduate Thesis of International Relations, Faculty of Social and Political Sciences, State Islamic University of Sunan Ampel Surabaya.

This study aims to describe how the video game developer "Ghost of Tsushima", Sucker Punch Production, plays a role in promoting Tsushima Island. Originally from Japan, Ghost of Tsushima takes the backdrop of the Mongolian invasion. Acculturated with Japanese culture, Sucker Punch Production provides realistic adventure video games, which is one of the main reasons why "Ghost of Tsushima" is capable of carrying both cultural and historical elements. The researcher used a qualitative descriptive method with data obtained from the documentation technique. To describe the study case and to analyze the data that has been obtained, The researcher use the concept of Public Diplomacy. The research results show that the presence of the “Ghost of Tsushima” video game has had a certain impact on Tsushima Island Tourism. Among them, such as the contribution to the disaster-stricken of Tsushima Island by the players "Ghost of Tsushima", the existence of a form of promotion of tourism sites through video games, as well as demonstrating the role of non-state actors in promoting a country's tourism locations, both directly and indirectly.

Keyword : Role, Video Game, Ghost of Tsushima, Japan, Public Diplomacy.

ABSTRAK

Muhammad Kafi Adi Satria 2023, *“SUCKER PUNCH PRODUCTION'S ROLE IN PUBLIC DIPLOMACY TO PROMOTE TSUSHIMA ISLAND TOURISM THROUGH “GHOST OF TSUSHIMA””*. Skripsi Program Studi Hubungan Internasional, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Islam Negeri Sunan Ampel Surabaya.

Penelitian ini bertujuan untuk mendeskripsikan bagaimana video game Developer "Ghost of Tsushima", Sucker Punch Production, berperan dalam mempromosikan Pulau Tsushima. Berasal dari Jepang, Ghost of Tsushima mengambil latar belakang Invasi orang Mongol. Berakulturasi dengan budaya Jepang, Sucker Punch Production menyediakan video game petualangan yang nyata seperti realitanya, yang menjadikannya salah satu alasan utama "Ghost of Tsushima" dinilai dapat mengusung unsur budaya dan sejarah. Peneliti menggunakan metode deskriptif kualitatif dengan data yang diperoleh dari teknik dokumentasi. Untuk dapat mendeskripsikan fenomena yang diteliti serta menganalisis data yang telah diperoleh, peneliti menggunakan konsep Diplomasi Publik. Dari hasil penelitian, menunjukkan bahwa dengan kehadiran video game "Ghost of Tsushima" memberikan dampak tertentu bagi Pulau Tsushima. Diantaranya seperti hadirnya kontribusi terhadap Pulau Tsushima yang dilanda bencana oleh gamer "Ghost of Tsushima", Adanya bentuk promosi terhadap lokasi pariwisata melalui video game, serta menunjukkan adanya peran dari actor non-negara dalam mempromosikan lokasi pariwisata suatu negara, baik secara langsung maupun tidak langsung.

Kata Kunci : Peran, Video Game, Ghost of Tsushima, Jepang, Diplomasi Publik.

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CHAPTER I

INTRODUCTION

A. Research Background

Globalization is a term used to express the worldwide interconnectedness and interdependence of cultures and economies.² However, the internet is now so accessible and inexpensive that practically everyone can use it. The same is true for video games, which were once appreciated by a minority. Now, anybody, anywhere, and at any time, can own these digital products. According to market research conducted by Ampere Analysis, the worldwide gaming and services industry is anticipated to decrease by 1.2% annually to \$188 billion by 2022. From 2019 to 2021, the industry grew by 26 percent, reaching a new high of \$191 billion. Ampere data indicates that video game sales have regularly increased since at least 2015. When Covid-19 shut down in 2020, people spent more time indoors. This was a huge boost for gaming. Microsoft and Sony's release of next-generation systems in the same year also boosted the industry's fortunes.³ It has also been recognized by the international community that video games have had an impact on daily life.

The international community also has recognized Japan as a nation with numerous well-known cultural products. Including music, films, manga (Japanese

² National Geographic, "Globalization | National Geographic Society," [education.nationalgeographic.org](https://education.nationalgeographic.org/resource/globalization), accessed June 20, 2022, <https://education.nationalgeographic.org/resource/globalization>.

³ Ryan Browne, "Video Game Industry Not 'recession Proof,' Sales Set to Fall in 2022," [cnbc.com](https://www.cnbc.com/2022/07/07/video-game-industry-not-recession-proof-sales-set-to-fall-in-2022.html), 2022, <https://www.cnbc.com/2022/07/07/video-game-industry-not-recession-proof-sales-set-to-fall-in-2022.html>.

comics), anime (Japanese animation), and also video games. In reality, video games are not a product of Japanese culture alone. Nonetheless, many individuals recognize Japan as one of the nations with a rapidly expanding video game industry. Nintendo, SEGA, and Sony (PlayStation) are examples of the country's video game consoles. The emergence of the video game industry and Japan's success in disseminating contemporary games cannot be divorced from a lengthy past. This current game is absent from traditional Japanese society. The diverse emergence of video games, however, has increased the development of modern games alongside the advancement of technology.⁴ All of these factors cannot be divorced from the impact of globalization, which encourages numerous aspects of daily life.

In the video game market, in addition to Microsoft and their Xbox game console, there are other competitors with greater public recognition. Specifically Sony with its game console, PlayStation. PlayStation is a Japanese video game brand manufactured by Sony Interactive Entertainment, a subsidiary of Sony Corporation. The PlayStation video game console is the PlayStation brand's most well-known product. The PlayStation console's first generation was released in Japan in December 1994 and internationally the following year. Since then, Sony has produced four more generations of video game consoles: PlayStation 2, PlayStation 3, PlayStation 4, and the most recent PlayStation 5 in 2020. Sony has

⁴ Arsi Widiandar, "Perkembangan Dan Globalisasi Video Game Jepang," *Ejournal.Undip.Ac.Id* 3 (2019): 1–6, <https://ejournal.undip.ac.id/index.php/kiryoku/article/view/23403>.

also released the PlayStation Portable and the PlayStation Vita.⁵ Therefore, this research will concentrate on a single unique game for PlayStation 4 and PlayStation 5. This game is called "*Ghost of Tsushima*."

"*Ghost of Tsushima*" is a video game that was released on 17 July 2020⁶ for the PlayStation 4 & PlayStation 5 platform set in the year 1274. Samurai warriors are the legendary defenders of Japan—until the fearsome Mongol Empire invades the island of Tsushima, wreaking havoc and conquering the local population. As one of the last surviving samurai, the player rises from the ashes to fight back. But honorable tactics won't lead players to victory. Players must move beyond the samurai traditions to forge a new way of fighting—the way of the Ghost—and as samurai wage an unconventional war for the freedom of Japan.⁷ In short, Players will engage a unique way to become samurai in this game. As in the game, various physical and cultural monuments of the actual Tsushima are shown in exquisite detail within "*Ghost of Tsushima*," an expansive open environment, such as the ancient Inari Fox Shrines that grant Jin Charms that give him a combat edge.

According to the explanation above, many people are interested in purchasing this video game. As an official statement from Sucker Punch Production, they publish a few additional statistics, including how many photographs have been taken, how many foxes have been a pet, and more. Total

⁵ Thomas Alsop, "• Global Video Game Console Sales 2022 | Statista," Statista.com, 2022, <https://www.statista.com/statistics/1101872/unit-sales-video-game-consoles/>.

⁶ Samuel Claiborn, "Ghost of Tsushima Release Date Delayed Until July," IGN, 2020, <https://sea.ign.com/news/159917/ghost-of-tsushima-release-date-delayed-until-july>.

⁷ Sucker Punch Productions, "Ghost of Tsushima – Sucker Punch Productions," suckerpunch.com, 2020, <https://www.suckerpunch.com/category/games/ghostoftsushima/>.

sales for the open-world samurai game “*Ghost of Tsushima*” have surpassed 9.73 million units as of July 16, 2022, as the developer Sucker Punch Productions announced on their official account, Twitter.⁸



Picture 1, The Official Statement from Sucker Punch Production on Twitter

Source : <https://twitter.com/suckerpunchprod/status/1548034687049748480>

⁸ Sucker Punch Productions, “Sucker Punch Productions, “Ghost of Tsushima” on Twitter,” [twitter.com](https://twitter.com/SuckerPunchProd/status/1548034687049748480?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1548034687049748480%7Ctwgr%5Ef5af946c80f96b4490f263dfcb7062b704bc8c3c%7Ctwcon%5Es1_&ref_url=https%3A%2F%2Fwww.eurogamer.net%2Fghost-of-tsus), 2022, https://twitter.com/SuckerPunchProd/status/1548034687049748480?ref_src=twsrc%5Etfw%7Ctwcamp%5Etweetembed%7Ctwterm%5E1548034687049748480%7Ctwgr%5Ef5af946c80f96b4490f263dfcb7062b704bc8c3c%7Ctwcon%5Es1_&ref_url=https%3A%2F%2Fwww.eurogamer.net%2Fghost-of-tsus.

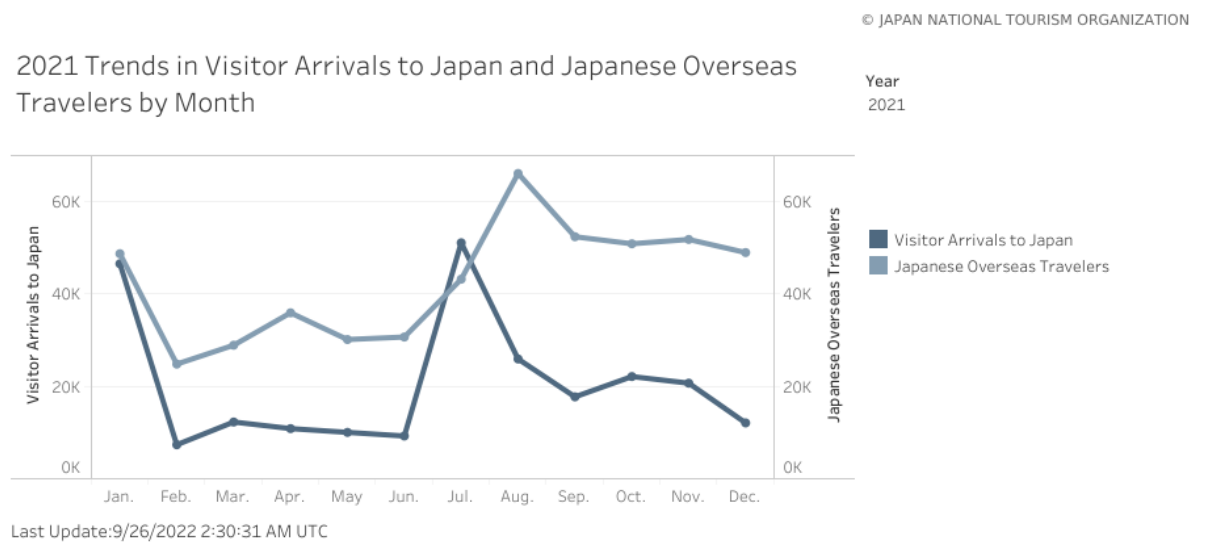


Picture 2, The sales of “Ghost of Tsushima” worldwide reach 9.73 million copies

Source : <https://twitter.com/suckerpunchprod/status/1548034687049748480>

From the post above, many people have certainly played that video game. And because of the enthusiasm of the players, it indirectly affects one of the important points in the background of the “*Ghost of Tsushima*” video game location, namely Tsushima Island. It is evident from the previous post that numerous individuals have played video games. And the result of the players' enthusiasm indirectly impacts one of the significant background features of the “*Ghost of Tsushima*” video game environment, namely Tsushima Island. Sucker Punch had grabbed the world by storm with this PlayStation 4 exclusive, enticing players to explore the picturesque lands of Tsushima. Besides, this had a significant impact not only on subsequent releases but also on the actual Japanese

island it was based on.⁹ On the other hand, “*Ghost of Tsushima*” with their “Director's Cut's version,” adding Japan's southeastern Iki Islands to this background, likely inspired many gamers to visit the actual areas featured in the blockbuster game.¹⁰ This is shown by the growing number of foreign visitors to Japan each year. According to “Japan Tourism Statistics,” there is a development in the number of foreign tourists visiting Japan from 2020 to 2022¹¹:



Picture 3, 2021 Trends in Visitor Arrivals to Japan and Japanese Overseas Travelers by Month

Source : <https://statistics.jnto.go.jp/en/graph/#graph--inbound--travelers--transition>

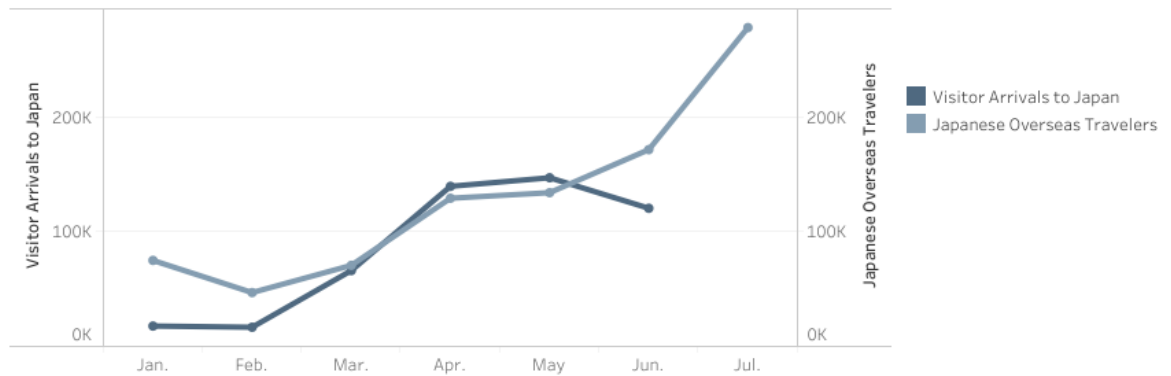
⁹ GIA CATIMBANG, ““Ghost of Tsushima” One Year Later: Its Success and Impact on the Real Tsushima Island,” philstarlife.com, 2021, <https://philstarlife.com/geeky/119151-ghost-of-tsushima-one-year-later-its-success-and-impact-on-the-real-tsushima-island>.

¹⁰ J. BRODIE SHIREY, ““Ghost of Tsushima” Merch Will Be Sold To Tourists At Real Tsushima Island,” screenrant.com, 2022, <https://screenrant.com/ghost-tsushima-merchandise-real-island-tourists/>.

¹¹ Japan Tourism Statistics, “Japan Tourism Statistics || Find Out About Travelling to Japan,” Japan Tourism Statistics, accessed October 20, 2022, <https://statistics.jnto.go.jp/en/graph/#graph--inbound--travelers--transition>.

2022 Trends in Visitor Arrivals to Japan and Japanese Overseas Travelers by Month

Year
2022



Last Update: 9/26/2022 2:30:31 AM UTC

Picture 4, 2022 Trends in Visitor Arrivals to Japan and Japanese Overseas Travelers by Month

Source : <https://statistics.jnto.go.jp/en/graph/#graph--inbound--travelers--transition>

The statistics above clearly show that the trend of international tourists visiting Japan is still expanding now from 2020 to 2022. From the data above, it is certain that from 2020 to 2022, the trend of foreign tourist visits to Japan is still increasing today. More specific data regarding tourist visits to Tsushima Island can be seen through the trend of foreign tourists visiting Nagasaki Prefecture, which will be discussed in chapter IV.

From the point of view of Rivaldo Santosa, gamers, as well as game reviewers on one of the game information platforms "The Lazy Monday / The Lazy Media", that "*Ghost of Tsushima*" has a world design that is so detailed. Elements such as flying leaves, wind sounds, fog, dynamic weather, lighting, and also various animals roam this game world. And he argues that "*Ghost of*

Tsushima” is one of the games that have a strong Japanese element.¹² As a researcher, this phenomenon may inspire more studies into the cultural impact of video games. Additionally, this research has the potential to broaden the scope of technology-based research and to actualize a variety of viewpoints that may not have been present in earlier research. Because according to Cut Mutia Malahayati's undergraduate thesis, explaining that video games also have positive impacts such as sharpening the brain, increasing knowledge of foreign languages, increasing friendship networks, etc.¹³ So it's no surprise that gamers end up liking the video game “*Ghost of Tsushima*” and have the potential to come and visit Nagasaki Prefecture, specifically Tsushima Island.

B. Research Focus

Based on the background explanation above, you can find the following problem formulation :

How does Sucker Punch Production promote Tsushima Island Tourism through “*Ghost of Tsushima*” Video Game ?

C. Research Objective

This research was conducted with the following objective :

Providing answers to describe the role of video game developers in promoting tourism.

¹² Rivaldo Santosa, ““*Ghost of Tsushima*”, Sebuah Realisasi Game Samurai Jepang - The Lazy Media,” thelazy.media, 2018, <https://thelazy.media/2018/06/17/ghost-tsushima-sebuah-realisasi-game-samurai-jepang/>.

¹³ Cut Mutia Malahayati, “STUDI TENTANG MANFAAT AKTIVITAS BERMAIN GAME ONLINE DALAM MENDUKUNG PRESTASI BELAJAR SISWA KELAS XII SMAN 1 MALINGPING LEBAK BANTEN” (ISLAMIC UNIVERSITY OF INDONESIA, 2021), 79 [https://dspace.uui.ac.id/bitstream/handle/123456789/31809/17422122 Cut Mutia Malahayati.pdf?sequence=1](https://dspace.uui.ac.id/bitstream/handle/123456789/31809/17422122%20Cut%20Mutia%20Malahayati.pdf?sequence=1).

D. Benefit of Research

1. Academic benefits

The researcher believes that this research can contribute to the development of International Relations in the field of public diplomacy and culture. In addition, this research is expected to be useful as a reference especially reference for further researchers. Where can provide insight for future researchers to study and understand the role of International Relations in public and cultural diplomacy, especially in the digital sector, such as video games. It is also hoped that this research can widen the perspective of science in international relations which does not have to focus on the state sector.

2. Practical benefits

This research can provide input to the government or anyone else to better understand and find out how easy it is to implement diplomacy. Then the government is also expected to provide support to anyone, especially video game developers in Indonesia, to continue to develop and introduce Indonesia to the international world. Because at this time, introducing a culture or tourism is so easy and has many variations of implementation. And these actions are not only limited by the government as a traditional state actor.

E. Literature Review

In the study of International Relations, especially Video games, some research has been done on discussions related to this topic. Here the researchers provide “Literature Review” associated with the above issues:

1) ***Book of “FILSAFAT PENDIDIKAN VIDEO GAMES: Kajian tentang Struktur Realitas dan Hiperealitas Permainan Digital” by Siti Murtiningsih***, Maybe not much research about video games can be a discussion study, even until it is raised into a book. However, this has been proven in this book by Siti Murtiningsih. Here is conveyed one of the sophistications of Video games: its ability to copy original reality and present the game world as a new world, in this case, a digitized world. On the other hand, virtual reality video games also connect them with different times and spaces, transcending regions, countries, and nations. And all that has been successfully conveyed by Siti Murtiningsih in this book. The development of digital technology presents various types of virtual games that have now become part of daily lives. This book also conveyed the opinion of Johan Huizinga, discussing the importance of the game element in culture and society. So, we see a relationship between Video games and technology to implement diplomacy, where both topics will be discussed in this research. Although this book does not explain the case studies discussed today, there are variables in the form of Diplomacy and Video Games that are still

related to being examined. Researchers expect that many studies will discuss these topics for international relations in the future.¹⁴

2) ***Thesis “VIDEO GAMES AS TOOLS FOR NON-STATE CULTURAL DIPLOMACY: A CASE STUDY OF THE VIDEO GAME NEVER ALONE” by Amanda Rodriguez Espinola’s from University of Colorado*** , Amanda Rodriguez Espinola's thesis is one of the most specific library reviews discussing the relationship between Video games & Cultural Diplomacy. This shows that in academic studies, video games can be a discussion that has the potential to be researched despite the stigma that video games are not a suitable topic to be used as a thesis or research. This thesis has also explained the various relevance of Video games to many scientific models of international relations, like Soft Power, Public Diplomacy, Cultural Diplomacy, etc. So now, we have a new research field, both in international relations science and technological development. Researchers strongly agree with what has been presented by the author, Amanda Rodriguez Espinola. That the study of Video games with Diplomacy has the same place. Researchers also have the same thought, where researchers want to understand how non-state actors are innovating as they carve their space in the diplomatic sphere. It concerns how we do diplomacy and how the media helps us convey it. This can also be answered and illustrated through Public Diplomacy, which is our highlight this time. In the case study chosen by

¹⁴ Siti Murtiningsih, *FILSAFAT PENDIDIKAN VIDEO GAMES: Kajian Tentang Struktur Realitas Dan Hiperealitas Permainan Digital*, ed. Nurhayati (GADJAH MADA UNIVERSITY PRESS, 2021), https://play.google.com/store/books/details/Siti_Murtiningsih_Filsafat_Pendidikan_Video_Games?id=cPwWEAAAQBAJ.

researchers, we can see all elements regarding Video games and Public Diplomacy through “*Ghost of Tsushima*”.¹⁵

3) **Article “UNDERSTANDING DIPLOMACY AND THE DIFFERENCE BETWEEN PUBLIC DIPLOMACY AND CULTURAL DIPLOMACY AND TURKEY CURRENTLY ACTIVELY PURSUING SOFT POWER DIPLOMACY” by Annisa Azzahra from University of Muhammadiyah Yogyakarta,** In the explanation of Diplomacy, sometimes there are similarities in its definition. For example, Annisa Azzahra. In her paper, she explained the difference between Public Diplomacy and Cultural Diplomacy, especially its relation to Turkey’s Soft Power Diplomacy. Because indirectly, both of them are part of Soft Power Diplomacy. And Turkey is currently actively pursuing soft power diplomacy using these three approaches. The author will explain Turkey’s soft power diplomacy approach in this paper. Diplomacy is a means of communication between countries and other international relations actors to establish a negotiation effort and has been implemented by almost all countries in the world, covering the economic, political, cultural, military, or social fields that are not threatening. Soft diplomacy is a means for the state to communicate or negotiate through cultural, educational, and social understanding. That's why there's existed Public Diplomacy and Cultural Diplomacy. Annisa explained that Public Diplomacy is an effort to achieve the national interest of a

¹⁵ AR Espinola, “Video Games as Tools for Non-State Cultural Diplomacy: A Case Study of the Video Game *Never Alone*” (University of Colorado, 2021), <https://search.proquest.com/openview/be5fd358f70e64b9deb369922e18d988/1?pq-origsite=gscholar&cbl=18750&diss=y>.

country through understanding, informing, and influencing foreign audiences. In contrast, Public Diplomacy is a tool of Diplomacy that is very much needed for promoting, campaigning, and socializing things that are considered necessary to be known by many people, both to their people and other countries.¹⁶

4) **Book “THE DIGITALIZATION OF PUBLIC DIPLOMACY” by Ilan Manor**, The world we live in today can't be separated from technological progress. Requires everyone, including the government, to adapt and take new actions in several different tasks. Which several operations are currently taking place in the age of digitalization. This is what "Ilan Manor," the author of "The Digitalization of Public Diplomacy," is attempting to convey. According to the author's book, while analyzing how digital technologies influence the practice of public diplomacy, experts and practitioners frequently begin their examination with public diplomacy-related activities. Their objective is to comprehend how digital technologies enhance the actions of public diplomacy. Therefore, scholars may examine the capacity of social media to connect diplomats with foreign communities.¹⁷ The use of virtual embassies by diplomats to overcome the limits of traditional diplomacy¹⁸ and the use of big data by Ministries of Foreign Affairs

¹⁶ Annisa Azzahra, “Understanding Diplomacy and the Difference between Public Diplomacy and Cultural Diplomacy and Turkey Currently Actively Pursuing Soft Power Diplomacy,” *Universitas Muhammadiyah Yogyakarta*, 2021, 7, https://www.researchgate.net/profile/Annisa-Azzahra-8/publication/355446529_Understanding_Diplomacy_and_the_difference_between_public_diplomacy_and_cultural_diplomacy_and_Turkey_currently_actively_pursuing_soft_power_diplomacy/links/617157e0766c4a211c04ac.

¹⁷ Corneliu Bjola, “Diplomatic Crisis Management in the Digital Age | USC Center on Public Diplomacy,” uscpublicdiplomacy.org, 2017, <https://uscpublicdiplomacy.org/blog/diplomatic-crisis-management-digital-age>.

¹⁸ THE LOCAL dk, “Denmark Names First Ever Digital Ambassador for Silicon Valley Role,” [thelocal.dk](https://www.thelocal.dk/20170526/denmark-names-first-ever-digital-ambassador-for-silicon-valley-role/), 2017, <https://www.thelocal.dk/20170526/denmark-names-first-ever-digital-ambassador-for-silicon-valley-role/>.

(MFA) to measure public opinion in a foreign nation. Such conceptualizations reflect that the practice of public diplomacy has stayed largely unchanged in the digital age, with just the means, methods, and strategies used to achieve public diplomacy objectives having altered.

In his book, he explains that these studies focus primarily on the affordances of digital technologies and diplomatic players rather than on diplomatic procedures. Such conceptions imply that public diplomacy has changed as a result of the transformative character of digital technologies, which redistribute power among state and non-state actors. This book takes a distinct approach by suggesting that the influence of digital technology on public diplomacy cannot be understood without first identifying the digital society.¹⁹ And based on the preceding explanation, there are similarities between the researcher's and this book's explanation. Where researchers will examine the relationship between public diplomacy and digitization. Researchers have found a correlation between public diplomacy and digital media that is widely favored by the public, specifically video games.

5) *Article from Journal "Current Issues in Tourism, Volume 25, Issue 9" "THE NEXUS OF VIDEO GAMES AND HERITAGE ATTRACTIONS" by Ismail Shaheer from University of Otago*, Undoubtedly, there are numerous ways to conduct a sort of advertising. In Ismail Shaheer's article, explores tourism promotion that can be communicated through video

¹⁹ Ilan Manor, *The Digitalization of Public Diplomacy* (Springer International Publishing, 2019), <https://doi.org/10.1007/978-3-030-04405-3>.

games. He stated that the consumption of media that features destinations can have an effect on tourism at these locations. The positive impact is primarily perceived as an increase in visitor numbers and an enhancement of the destination's reputation. Broadly, media-induced tourism refers to visits or travel to a location featured in relevant media. In the last two decades, substantial research has been conducted on the relationship between media and tourism as a result of media-influenced tourism. For instance, Li et al. investigated the economic impact of The Lord of the Rings film franchise on New Zealand's tourism.²⁰

The types of media that can influence tourism include books, films, music, radio programs, internet blogs, and magazines that broadcast information on tourist destinations. However, video games have failed to attract the attention of tourism researchers. Given the size of the industry and the developing notion that video games might affect tourism, this oversight is startling. In addition, a projected 2,7 billion gamers existed in 2020²¹, demonstrating the industry's ability to influence other industries such as tourism. On other hand, it also can illustrate how video games contribute to tourism destinations. Such as the game "“*Ghost of Tsushima*”,” which is also being discussed at this time. On Tsushima Island, “*Ghost of Tsushima*” fans contributed more than five million yen to restore a

²⁰ ShiNa Li et al., “The Economic Impact of On-Screen Tourism: The Case of The Lord of the Rings and the Hobbit,” *Tourism Management* 60 (June 2017): 177–87, <https://doi.org/10.1016/j.tourman.2016.11.023>.

²¹ Arthur Zuckerman, “50 Video Game Statistics: 2020/2021 Industry Overview, Demographics & Data Analysis | CompareCamp.Com,” *comparecamp.com*, 2020, <https://comparecamp.com/video-game-statistics/>.

shrine popularized in the game that was devastated by a typhoon.²² In this case, gamers and the news media can initiate indirect support by boosting awareness of the heritage attractions depicted in video games.²³

6) ***Book Section “HOW VIDEO GAMES INDUCE US TO TRAVEL? EXAMINING THE INFLUENCE OF PRESENCE AND NOSTALGIA ON VISIT INTENTION: IMAGINATION PROCLIVITY AS A MODERATOR” from Book “Audiovisual Tourism Promotion” by Jiahui Dong,***

Given the increasing growth of the video game industry, it is essential to comprehend the influence of video game experiences on tourist intent. This study's findings also give destination management companies insight regarding the use of video games to promote tourism destinations. In his research, Jiahui Dong aims to demonstrate this. Some individuals believe that travel decisions are frequently influenced by the emotional association's travelers have with their places.²⁴ And film is another media that encourages tourists to visit a tourist destination. Films can entice tourists prior to their vacation and boost their propensity to return to a destination or suggest it to others.²⁵

²² Ben Bayliss, ““Ghost of Tsushima” Fans Help Exceed 5 Million Yen Needed To Restore Damaged Torii,” dualshockers.com, 2020, <https://www.dualshockers.com/ghost-of-tsushima-fans-help-exceed-20-million-yen-needed-restoring-damaging-torri-gate/>.

²³ Ismail Shaheer, “The Nexus of Video Games and Heritage Attractions,” *Current Issues in Tourism* 25, no. 9 (May 3, 2021): 1356–60, <https://doi.org/10.1080/13683500.2021.1915254>.

²⁴ Tathagata Ghosh and Abhigyan Sarkar, ““To Feel a Place of Heaven’: Examining the Role of Sensory Reference Cues and Capacity for Imagination in Destination Marketing,” *Journal of Travel & Tourism Marketing* 33, no. sup1 (April 8, 2016): 25–37, <https://doi.org/10.1080/10548408.2014.997962>.

²⁵ Andrea Báez-Montenegro and María Devesa-Fernández, “Motivation, Satisfaction and Loyalty in the Case of a Film Festival: Differences between Local and Non-Local Participants,” *Journal of Cultural Economics* 41, no. 2 (May 2, 2017): 173–95, <https://doi.org/10.1007/s10824-017-9292-2>.

Similarly, many video game players desire to extend or replicate the emotions they have when consuming destination-based material while traveling. Through screens, both film audiences and video game players access media content. Video games feature greater interaction than films with non-interactive media, allowing players to make independent decisions and incorporating them into the mediated world.²⁶ Thus, video games can be effective instruments for promoting tourism locations or interacting with actual tourists. This research responded to the following research questions: What effect does a sense of presence have on tourists' nostalgia when playing video games? How does travelers' experience of nostalgia affect their intention to visit? Does the propensity for imagination moderate the association between nostalgia and intention to visit? A comprehension of the four effects of imagination proclivity may also aid game designers and marketers in developing differentiation methods for players.²⁷

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²⁶ Klimmt Christoph, Hefner Dorothee, and Vorderer Peter, "The Video Game Experience as 'True' Identification: A Theory of Enjoyable Alterations of Players' Self-Perception," *Communication Theory* 19, no. 4 (November 2009): 351–73, <https://doi.org/10.1111/j.1468-2885.2009.01347.x>.

²⁷ Jiahui Dong, "How Video Games Induce Us to Travel ? Examining the Influence of Presence and Nostalgia on Visit Intention : Imagination Proclivity as A Moderator" (University of Guelph, 2021), <https://hdl.handle.net/10214/25685>.

7) *Article from Journal "Tourism Review, Volume 73, Issue 2"*

"VIDEO GAME-INDUCED TOURISM: A NEW FRONTIER FOR DESTINATION MARKETERS" by Louis-Etienne Dubois & Chris Gibbs from

Ryerson University, Toronto, Canada, According to L. Dubois and Chris Gibbs'

article, video games contain similar travel motivation components with movies and should be recognized as a driver of tourism. Before investing in virtual reality, it is said that locations should examine video games as a means of attracting visitors. It presents prospects for destinations interested in tourism caused by video games and urges for additional study and case studies connecting video games and destinations. The manner in which various media shape images of destinations and influence tourism is of marketing and cultural significance. However, the literature tends to focus on a restricted number of media, specifically the capacity of film and television (TV) to attract tourists through the depiction of location and plot.²⁸

They demonstrate that some people seek out sights or destinations featured in video games, establishing the first proof of "video game-induced tourism" by proving its existence. This study expands the media-induced tourism literature into a new application space and opens what the authors believe is a potential research avenue. This study is also applicable to destination marketers who may wish to cooperate with video game firms to strengthen their sense of place,

²⁸ Sue Beeton, "Understanding Film-Induced Tourism," *Tourism Analysis* 11, no. 3 (October 1, 2006): 181–88, <https://doi.org/10.3727/108354206778689808>.

promote their brand, and highlight the long-term tourism financial and visibility prospects for video game-related places.²⁹

8) *Article from Journal “Jurnal Kajian Hubungan Internasional, Volume 1, Number 2” “DIPLOMASI PUBLIK JEPANG (STUDI KASUS : BUDAYA POP JEPANG DI INDONESIA)” by Ratna Dewi Kumalaningsih & Anna Yulia Hartati, S.IP., M.A from University of Wahid Hasyim*, In the era of globalization, the ineffectual use of hard power and the state's exclusive position as part of traditional diplomacy are flaws. Uncertainty, causes the need for policy changes into a more subtle method (soft power) by incorporating links between communities as a development of the government's relationship with the government to keep power from an actor such as Japan. The shift in public diplomacy has encouraged Japan to foster understanding with other nations, as seen by the establishment of the Japan Foundation and the rise of Japanese pop culture in Indonesia since the 1990s, including Anime, Manga, and Cosplay. This is the message intended by Ratna Dewi Kumalaningsih and Anna Yulia Hartati.³⁰

People recognize that pop culture is a means for learning about the uniqueness of Japan, such as the daily lives of Japanese people, the sharing of experiences and emotions, entertainment, habits, morality, beliefs, cultural festivals, and fiction novels written by creative, inspiring, original, and imaginative authors, etc. The 2006 accord "The Strategic Partnership for Peaceful

²⁹ Louis-Etienne Dubois and Chris Gibbs, “Video Game–Induced Tourism: A New Frontier for Destination Marketers,” *Tourism Review* 73, no. 2 (May 14, 2018): 186–98, <https://doi.org/10.1108/TR-07-2017-0115>.

³⁰ Ratna Dewi Kumalaningsih and Anna Yulia Hartati, “Diplomasi Publik Jepang (Studi Kasus : Budaya Pop Jepang Di Indonesia),” *KAJIAN HUBUNGAN INTERNASIONAL* 1 (December 2022), <https://publikasiilmiah.unwahas.ac.id/index.php/JKHI/article/view/6473>.

and Prosperous Future" and the 2007 Indonesia-Japan Economic Partnership Agreement (IJEPA) have elevated Indonesia's political relations with Japan to the level of strategic partners.³¹ In addition, the popularity of pop culture has inspired Japan to create unique anime-themed tours that are unavailable in other countries, such as tourism based on the popularity of the anime "Kimino Na Wa," which also contributes to the economic potential of the Chubu region. In addition, Japan has policies that can assist Japan's intention to expose Japanese domestic and tourism potential through pop culture, such as the Visit Japan Campaign, which targets 40 million tourists, the Anime Tourism Association, which establishes a website to capture anime-themed tourist attractions based on public choice, launched Japan Anime Map in the form of a map displaying anime tourism in English, as well as Muslim tourism-friendly policies and campaigns with the aim of attracting more Muslim tourists. Thus, it is able to increase the number of visitors, such as those from Indonesia, which ranks 11th in terms of the preponderance of tourists in Japan. According to the BBC World Service Poll, Japan is one of the countries that countries throughout the world see positively. Of course this is the result of their public diplomacy work.³²

³¹ Kedutaan Besar Jepang di Indonesia, "Hubungan Bilateral Inonesia-Jepang Data Dasar," www.id.emb-japan.go.jp, accessed August 21, 2022, https://www.id.emb-japan.go.jp/birel_id.html.

³² Nancy Snow and Philip M. Taylor, *Routledge Handbook of Public Diplomacy*, ed. Nancy Snow, Nancy Snow, and Philip M. Taylor, 1st Editio (Routledge, 2008), <https://doi.org/10.4324/9780203891520>.

9) *Article from Journal "CIEE journal, Volume 16, Issue 16"*

"HOW DOES ANIME REALIZE PUBLIC DIPLOMACY? : THE POTENTIAL AND FUTURE PROSPECTS OF ANIME PILGRIMAGE by

Hiroaki Mori from University of Kitakyushu, Japan has become one of the most

interesting places to visit thanks to pop culture. And one of them is the "Anime" or "Japanese Cartoon Animation" industry. The goal of Hiroaki Mori's paper is to find out how anime pilgrimages can help realize and spread public diplomacy. As a crucial tool for public diplomacy in Japan, anime has garnered substantial attention. And as a result, there are numerous individuals who wish to enter the realm of projected images, such as those made by a movie or television. In truth, movies and television provide a fantasy that will likely never be realized. Nonetheless, it is still accessible for anyone to visit the filming locations. These activities are known as "film tourism" or "tourism generated by films." This sort of tourism, or experiencing the universe of the film's plot, has expanded throughout the world.³³

An anime and a film are nearly synonymous with a "motion picture." Certainly, there are many different types of films. But the live-action version and the cartoon version differ significantly on a fundamental level. An anime is a film that is based on illustrations in this essay. Of course, when someone uses the word "anime," they are referring to Japanese commercial animation. There are numerous types of anime tourism, or tourism influenced by anime. The most prevalent type is focused on visiting facilities or museums dedicated to anime.

³³ Beeton, "Understanding Film-Induced Tourism."

Participating in events like concerts, voice actor gatherings, and comic book sales is another. Off-site tourism of this nature has long been a popular practice. An anime pilgrimage, on the other hand, is a more recent occurrence. This style of on-site tourism has garnered a lot of interest from numerous social sectors for the past 20 years or so. In terms of film tourism, anime is debated more in Japan than live-action movies, whereas live-action movies and TV dramas are the focus of many scholars and practitioners in the US, Europe, and Australia.³⁴ Through this similarity, researchers see the potential that video games can also do as a tool in introducing culture as well as spreading Public Diplomacy to the international community.

10) ***Book of “WAR AS ENTERTAINMENT AND CONTENTS TOURISM IN JAPAN” by Takayoshi Yamamura & Philip Seaton***, The study of history allows us to investigate, uncover, and even grow in our understanding. The authors Takayoshi Yamamura and Philip Seaton have written a book titled "War as Entertainment and Contents Tourism in Japan." This book investigates the phenomenon of war-related content tourism throughout the entirety of Japanese history, beginning with conflicts described in ancient Japanese myth and progressing all the way up to contemporary depictions of fantasy and futuristic warfare. The topic of "The Mongol invasions of Japan and Tsushima tourism" is

³⁴ Hiroaki Mori, "How Does Anime Realize Public Diplomacy ? : The Potential and Future Prospects of Anime Pilgrimage," *CIEE Journal* 16, no. 16 (2018): 87–104, https://www.researchgate.net/publication/344867902_How_Does_Anime_Realize_Public_Diplomacy_The_Potential_and_Future_Prospects_of_Anime_Pilgrimage.

not only one of the most fascinating chapters in this book; it is also the foundation upon which the researcher's research was conducted.³⁵

According to Kyungjae Jang, Tsushima Island is located around midway between Busan and Fukuoka in the straits between South Korea and Japan. This strategically significant island has been a staging post for Korean–Japanese exchange and trade for centuries, as well as a site of numerous wars, including the Battle of Tsushima Straits during the Russo-Japanese War, the 1592 and 1597 Japanese invasions of Korea (during which the island served as a forward staging post), a Korean invasion in 1419 to curb the activities of wak pirates, and the Genko Mongol invasions of 1274. The first emperor of the Yuan Dynasty, Kublai Khan (1215–1294), attempted to attack Japan twice, together with the already colonized Goryeo Dynasty on the Korean Peninsula.³⁶ Then, on November 8, 2020, the Genko Summit was held in the city of Matsuura on the island of Kyushu. The mayors of Tsushima and Iki, two other islands that are halfway between Tsushima and Matsuura and where much of the fighting took place during the Mongol invasions, were present. The three municipalities came up with an united proclamation to use their shared experience with the invasions to promote tourism. The exploitation of the Mongol invasions as a tourism resource in the past had been extremely limited. A modest Mongol Invasion Museum (Genko Shirykan) has been operating in Fukuoka since 1904, while a Mongol

³⁵ Kyungjae Jang, “The Mongol Invasions of Japan and Tsushima Tourism,” in *War as Entertainment and Contents Tourism in Japan* (London: Routledge, 2022), 27–31, <https://doi.org/10.4324/9781003239970-4>.

³⁶ Stephen Turnbull, *The Mongol Invasions of Japan, 1274 and 1281*, 6, (Bloomsbury Publishing, 2013).

Village near Matsuura debuted in 1993 until closing its doors in 2016. (the grounds are now a free-to-enter park). The publication of two works of popular culture—the manga/anime Angoruma: Genko kassen-ki (Angolmois: record of Mongol invasion, 2013–) and the PlayStation game “*Ghost of Tsushima*”—that have significantly increased expectations for Mongol-invasion-related tourism—was the impetus for the new joint declaration (2020).³⁷ According to this explanation, history is not just transmitted through media such as books, films, and photographs. However, from Kyungjae Jang's perspective, there is an additional opportunity for teaching history using more contemporary media such as video games.

11) **Article “EXPLORING “GHOST OF TSUSHIMA” AND ITS IMPACT ON MID-AND POST-PANDEMIC VIDEO GAME- INSPIRED TOURISM AND ASSOCIATED HERITAGE IN JAPAN” by Asha Bardon from University of East Anglia** , The world has not been fully rid of the Covid-19 Pandemic in recent years. This has an impact on a variety of industrial sectors, including the video games sector. According to a study by Asha Bardon titled “Exploring “*Ghost of Tsushima*” and its Impact on Mid- and Post-Pandemic Video Game- inspired Tourism and Associated Heritage in Japan,” American developer Sucker Punch Productions released “*Ghost of Tsushima*”, one of the last games exclusively for the Playstation 4 console, at the height of the COVID-19 pandemic. Players could assume the character of Sakai Jin, a samurai who lived on the island of Tsushima during the attempted Mongol invasion of Japan in

³⁷ Jang, “The Mongol Invasions of Japan and Tsushima Tourism.”, 1-2

1274, in the video game “*Ghost of Tsushima*”. And due to the pandemic, a connection between tourism, history, and the internet has started to emerge. In a world that is mid- to post-pandemic, this involves leveraging modern technology as a platform to promote tourism.³⁸

However, Japan is also looking for ways for tourists to discover without ever setting foot inside the nation. One example of this is the launch of a virtual Henro pilgrimage around Shikoku.³⁹ As technology and gaming graphics continue to advance, virtual gaming worlds are getting closer and closer to the actual world. This improves how the world appears while also making it simpler to lose hours in a narrative experience. This is shown by the numerous similarities between the real-world structures in “*Ghost of Tsushima*” and their actual counterparts in the appendix to this essay. The richness, breadth, and realism of games will also only become better as we enter a new platform generation. Even if it is still only a potential future until the reopening of Japan's borders, the future of tourism to Tsushima is promised to be bright thanks to this site and the ongoing success of “*Ghost of Tsushima*”.⁴⁰

³⁸ Asha Bardon, “Exploring “*Ghost of Tsushima*” and Its Impact on Mid-and Post-Pandemic Video Game- Inspired Tourism and Associated Heritage in Japan,” 2022, https://www.researchgate.net/profile/Asha-Bardon/publication/360335469_Exploring_Ghost_of_Tsushima_and_its_Impact_on_Mid-and_Post-Pandemic_Video_Game-_inspired_Tourism_and_Associated_Heritage_in_Japan/links/62710131b1ad9f66c89c91a3/Exploring-Ghost-of-Tsus.

³⁹ Master Blaster, “Online Pilgrimages along Japan’s Famous Shikoku Henro Route Begin Later This Year | SoraNews24 -Japan News-,” [soraneews24.com](https://soraneews24.com/2022/01/03/online-pilgrimages-along-japans-famous-shikoku-henro-route-begin-next-year/), 2022, <https://soraneews24.com/2022/01/03/online-pilgrimages-along-japans-famous-shikoku-henro-route-begin-next-year/>.

⁴⁰ Bardon, “Exploring “*Ghost of Tsushima*” and Its Impact on Mid-and Post-Pandemic Video Game- Inspired Tourism and Associated Heritage in Japan.”

is the subject's perspective. If this paper discusses the consequences of a pandemic on tourism, this thesis examines the role of game developers in Japan's tourism industry. According to current circumstances, it is possible that responsibilities in public diplomacy may be able to take a variety of shapes in the future. One of them works for a non-state sector. This is further demonstrated by the presence of technological sophistication, which has finally succeeded in presenting a variety of applications of modern diplomacy.

12) Undergraduate Thesis “PERAN YAYASAN WAYANG POTEHI FU HE AN DALAM MEMPROMOSIKAN BUDAYA SUKU JAWA INDONESIA DI TAIWAN” by Regina Meidina Sidiq from State Islamic University of Sunan Ampel Surabaya, The objective of Regina Meidina Sidiq's thesis is to explain how Taiwan's Wayan Potehi Fu He An Foundation contributes to the promotion of Indonesian Javanese culture. Originating in China, potehi was introduced to Indonesia in the seventeenth century, where it spread throughout Java in the twentieth, eventually earning the name Wayang Potehi. One of the primary factors in Wayang Potehi's invitation to perform in Taiwan was the fact that it has become acclimated to Javanese society and has a distinctiveness that sets it apart from potehi from its native country. Researchers employed interview and documentation data together with descriptive qualitative approaches to analyze the information. The researcher employs the idea of cultural diplomacy to be able to characterize the phenomenon being studied and assess the data that has been collected. The Wayang Potehi Fu He Foundation's effectiveness in advancing Indonesian Javanese culture in Taiwan can be judged by how well it

performed in terms of three role objectives: instrumental, reward, and response objectives.⁴¹ The difference in Regina's research with that of the researcher lies in the object under study. Regina examined the role of Wayang Potehi as a form of promotion of Javanese culture in Taiwan, while the researcher focused on the role of video game developers in promoting a tourist location. Where later it is hoped that video games can become a new medium in introducing culture as well as tourist attractions.

13) Master Thesis “Video Games and Their Potential Effect on Tourism” by Nicolas Paul from Breda University of Applied Sciences, According to Nicolas Paul's thesis, video games have been utilized for everything from simple amusement to teaching doctors. This study investigates the use of games as a tourism promotion strategy. It has been demonstrated that previous games, like Assassins Creed, have a favorable impact on tourism for actual regions. He created a little prototype of a tourism game based on a Croatian jousting competition in order to assess its efficacy. Before beginning the game, players were required to respond to a survey. The survey was given to the players again after a week, and the results were compared to those from the initial survey. The surveys use indirect questioning to reduce potential bias by keeping the participants' understanding of the study's objective a secret. The study discovered that the "T.O.M. Knowledge" of the game's setting and premise had persisted even after a week, with the player displaying a 20% rise in Croatia awareness and

⁴¹ Regina Meidina Sidiq, “PERAN YAYASAN WAYANG POTEHI FU HE AN DALAM MEMPROMOSIKAN BUDAYA SUKU JAWA INDONESIA DI TAIWAN” (UIN Sunan Ampel Surabaya, 2022).

a 10% awareness of jousting. Additionally, there was a little rise in desire to travel to the game's setting. The study suggests that additional research in this area is required, with a certainty of 80% and an error margin of about 15%.⁴²

In chapter 2, there are a lot of media that Nicolas mentioned related to the influence of the media on tourism. And what the researcher focuses on is the "Games" section which is also the topic of this research. Nicolas cited "Assassins Creed," one of the video games mentioned by Dubois and Gibbs. While more research is required to compile all the data, Dubois and Gibbs also noted that a significant proportion of gamers had traveled to certain places because they had seen and experienced the town in the game. The amount of comments that were examined, however, was insufficient to draw any firm conclusions on the theory because the study's primary focus was on previously well-known locations. As a result, it can only be used as a possible indicator. In Nicolas' writing, he said Gaming can enable experiences that are more interactive, engaging, and challenging than other means of marketing. He also describes indications that games appeal to players' need for enjoyment while also enabling players to gather adequate information about objectives in a way that would otherwise be impossible. This can then increase the player's general interest in the objective and provide an immersive and unique experience.⁴³ Finally, based on the explanation above, even the topic was same, but the difference between this research and Nicolas's research lies in the subjects used and the role of a video game developer.

⁴² Nicolas Paul, "Video Games and Their Potential Effect on Tourism" (Breda University of Applied Sciences, 2021), <https://doi.org/10.13140/RG.2.2.22805.45280/1>.

⁴³ Ibid.

The researcher chooses video game subjects that are believed to have an impact on a country, in this case Japan, and what feedback can video game developers get after their video games have had a positive impact on that country.



F. Main Argument

In the research entitled "SUCKER PUNCH PRODUCTION'S ROLE IN PUBLIC DIPLOMACY TO PROMOTE TSUSHIMA ISLAND TOURISM THROUGH "GHOST OF TSUSHIMA"", the researcher argues that Sucker Punch Production Promote Tsushima Island tourism through the "Ghost of Tsushima" video game.

G. Systematic Discussion

The systematic discussion in this study consists of five chapters, with the details of each chapter as follows :

1. CHAPTER I INTRODUCTION

This chapter contains an introduction containing the background studies, problem formulation, research objectives, research benefits, literature review, main argument, and systematic discussion.

2. CHAPTER II CONCEPTUAL FRAMEWORK

In this chapter, the researcher will explain in detail about Public Diplomacy, Profile of "Sucker Punch Production", Tsushima Island, Discussion about Role, and details about the "Ghost of Tsushima" video game.

3. CHAPTER III RESEARCH METHOD

Research methods are discussed in chapter 3 and include the approach and type of research, the setting and timing of the research, the selection of the research subjects and the level of analysis, the stages of the research, the methods

used for data collection, the level of data analysis, and the methods used to ensure the validity of the data.

4. CHAPTER IV DISCUSSION AND DATA ANALYSIS

This chapter describes the findings based on literature and documentation from sources regarding the role of video games and also how game developers become part of public diplomacy. As well as explaining how video games can invite the public to come to tourism locations in Japan.

5. CHAPTER V CONCLUSION

The last chapter the author provides conclusions from the research results obtained and answers the formulation of the problem. In addition, researchers also provide input or suggestions to several parties related to the focus of the research.



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CHAPTER II

CONCEPTUAL FRAMEWORK

A. Profile “Sucker Punch Production”

The presence of the video game industry cannot be separated from the important role of its developers. One of them is "Sucker Punch Productions". In 1997, Brian Fleming, Chris Zimmerman, Bruce Oberg, Darrell Plank, and Tom and Cathy Saxton, all former Microsoft employees, established the video game production studio name "Sucker Punch Productions" in Bellevue, Washington. Their debut game, *Rocket: Robot On Wheels*, was launched in 1999 on the Nintendo 64 in collaboration with Ubisoft. It received favorable reviews but had a low sales performance. Then the studio would go on to develop the *Sly Cooper* and *inFAMOUS* series, as well as “*Ghost of Tsushima*” video game, which has grown into one of the fastest-selling first-party PlayStation games with a feature film adaptation currently in development. They would also work with Sony Interactive Entertainment for the development and publishing of their future games. After that, Sony acquire Sucker Punch following the release of *inFAMOUS 2* in 2011.⁴⁴

Sony owns a number of studios, but Sucker Punch Productions is one of its emerging stars. Sony has been collaborating with Sucker Punch for almost 15 years, and it was so impressed with the games the development team was

⁴⁴ Audiovisual Identity Database, “Sucker Punch Productions - Audiovisual Identity Database,” avid.miraheze.org, accessed October 23, 2022, https://avid.miraheze.org/wiki/Sucker_Punch_Productions.

generating that it decided to buy company altogether in 2011. It's neither a Sony-founded studio, nor has it always functioned as a PlayStation developer, but it's similar to Sony's other first-party studios. Sony recognized what made them unique and was foresighted enough to pin them down before they walked too far. And this history start with three men, Oberg, Zimmerman, and Fleming.⁴⁵

Oberg and Fleming had similar experiences as children, playing in arcades and subsequently transitioning to home computers such as the iconic Apple II. Pong and Adventure were two of their early ventures. Fleming was so into computer games as a youth that he created a BBS called The Realm of the Rogues (with a pathetic top baud speed of 1,200) and later worked at Epyx, helping to port over and program California Games to Apple II, where he earned \$10-\$12 an hour programming Assembly. But there was more to the affair than just gaming. To be sure, the concept of starting a video game studio was appealing to the three men, but they were also watching many of their colleagues depart Microsoft to join dotcoms during the original web boom. It seems like doing something unusual, something unexpected, may just work.⁴⁶

Their indifference in dealing with venture money and the general reality of running an actual business distinguished them from their peers who left to work for or create dotcoms. Zimmerman said that they just want to build product. The three men were drawn to gaming because it appeared to be an industry that would

⁴⁵ Colin Moriarty, "Something Electric in Bellevue: The History of Sucker Punch," IGN Southeast Asia, 2014, <https://sea.ign.com/the-sly-collection/76689/feature/something-electric-in-bellevue-the-history-of-sucker-punch>.

⁴⁶ Ibid.

allow them to focus on invention while allowing other groups of people to handle unnecessary - but still crucial - concerns critical to their success. In today's ecosystem of self-sufficient indies, the idea of collaborating with a publisher may sound distasteful to many creators, but it was unthinkable to many creative types in 1997. Brian Fleming elaborated on this idea.⁴⁷

At this moment, there was more uncertainty than the outcome of their first game. They also required a catchy and memorable name for their studio. "Some of the names that we had on our list were names that we'd wanted to use as codenames for projects at Microsoft, but were completely inappropriate and therefore couldn't get used. Like 'Gridlock,' like you would never codename a product 'Gridlock.' That is not going to happen" said Zimmerman. Fleming then went to Zimmerman's house with the list of names. Zimmerman's wife went over their written collection of potential Microsoft project codenames and other nonsense. "Hey, these are all okay," she is remembered saying to the men. "Well, not Sucker Punch," she replies. As a result, she drew a line through it. Because they were producing games for a youthful, mostly male audience, the two men reasoned that the counsel of a 35-year-old lady was the exact opposite direction they needed to go. Sucker Punch Productions was established.⁴⁸

⁴⁷ Ibid.

⁴⁸ Ibid, 2.



Picture 5 Sucker Punch Production Logo in 2020 until now

Source : https://avid.mirahzeze.org/wiki/Sucker_Punch_Productions

There are three video game with two series video games that have been created by sucker punch productions, as already mentioned "Sly Cooper" series, "inFAMOUS" series, and the most recent one "Ghost of Tsushima". Sly Cooper is a media franchise consisting of a series of stealth-action platformer video games for the PlayStation 2, PlayStation 3, PlayStation Vita and PC; two comics, released before the second and third games; several books, including strategy guides; an upcoming film; and an upcoming television series. Sly Cooper's world is a fictionalized version of reality populated by anthropomorphic animals and including film noir and comic book influences. It also has super-science and magic. Sly Cooper, a young adult raccoon, is the latest in a long series of great thieves who pass down their professional tactics from generation to generation using the Thievius Raccoonus, a book that includes all of the Cooper family's secrets and tricks. While the Cooper family has amassed enormous money

through robbery, Sly values his friendships with Bentley and Murray, as well as his flirty relationship with Inspector Carmelita Fox.⁴⁹

And in 23 September 2022, Sly Cooper celebrates 20 years anniversary with brand new merchandise. It's hard to believe it's been two decades since the world first met Sly, but Sucker Punch Productions wanted to make sure he (Sly) had a memorable birthday celebration. They started the celebration earlier this week by adding The Sly Collection, Sly Cooper: Thieves in Time, and Bentley's Backpack to the Classics Catalog for PlayStation Plus Premium subscribers. Aside from that, sucker punch productions was thrilled to showcase some new art and merchandise to honor the franchise's legacy on that day. First, original Sly Cooper art director Dev Madan crafted a gorgeous tribute to Sly's 20th anniversary, with a beautiful original piece of art jam-packed with references and easter eggs.⁵⁰

Moving on, their was series of “inFAMOUS” which researcher believe as popular video game that sucker punch made. For the first time, gamers were exposed to the world of Infamous in 2009. Sucker Punch's dark and imaginative superhero story proved to be a significant difference in tone and style for the Sly Cooper developers. Despite this, the game rose in popularity as players became attracted to Cole MacGrath and his amazing set of lightning-based powers. In 2011, a sequel told another chapter of Cole's journey, and in 2014, Infamous Second Son and First Light presented new characters for players to play. Despite

⁴⁹ “Sly Cooper Series | Sly Cooper Wiki | Fandom,” accessed October 23, 2022, https://slycooper.fandom.com/wiki/Sly_Cooper_series#Setting.

⁵⁰ Andrew Goldfarb, “Sly Cooper Celebrates 20 Years Today – PlayStation.Blog,” PlayStation Blog, 2022, <https://blog.playstation.com/2022/09/23/sly-cooper-celebrates-20-years-today/>.

the fact that multiple Infamous games have been launched, each of which has proven popular with fans, there has been complete silence on the IP (Intellectual Property) since 2014. No new game has been announced in nearly six years, leaving fans concerned about the franchise's future. Even a remaster would be exciting for players, so the fact that nothing appears to be in the works is a little discouraging. Still, with the space being more occupied than ever before, and Sucker Punch moving on to bigger and better things, it's a little easier to understand.⁵¹

The first inFAMOUS game make player is putted in Cole's position when they pick up the gamepad. He used to be a public daily bike messenger, but that all changed when he was delivering a package and it exploded in his hands. The resulting explosion leveled a massive portion of the city and put Cole in a coma. When Cole wakes up, everything is messed up: there's a plague making people sick, the government has quarantined Empire City, gangs have taken control of the three islands that comprise the metropolis, and, most importantly for this story, Cole discovers that he's been blessed/curse with electricity-based superpowers.⁵² And these are the background story of the first inFAMOUS video game.

Next sequel game was “inFAMOUS 2”. This franchise has now given birth to a second series, 1.5 years after the first series was released. InFAMOUS 2 was

⁵¹ Richard Warren, “Infamous’ Rocky History Has Really Started to Show,” GAMERANT, 2021, <https://gamerant.com/infamous-history-games-popular-gone-dead-why/>.

⁵² Greg Miller, “Infamous Review - IGN,” IGN, 2009, <https://www.ign.com/articles/2009/05/12/infamous-review>.

one of the most anticipated games in 2011 and remains a Playstation 3 exclusive. After giving players a taste of what this game has to offer in the previous preview, it's time to decide whether it's worth it. played. In this second series, players will continue to take on the role of Cole MacGrath, the electric man. Cole is called to a greater destiny after discovering his extraordinary powers as a result of the Ray Sphere explosion in the first series. An investigation into the explosion leads him to meet Kessler, a time traveler. After the epic battle that ensued, Kessler gave Cole a future vision of the presence of The Beast, a monster that would destroy the world. The Beast is heading to Empire City, where Cole is. As the only person capable of defeating The Beast, Cole has no choice. He must stand against the absolute power of the Beast.⁵³

Then the next project video game from sucker punch productions are “inFAMOUS: Festival of Blood”. The setting begin with Zeke, Cole's best friend, is sitting alone in a bar. When a beautiful young woman sits next to him, he tries to impress her with a completely fabricated story about how he and Cole defeated vampires in New Marais. Zeke narrates the story as players take on the role of Cole, who is bitten by a female vampire named Bloody Mary and transformed into a vampire himself. Despite the fact that the story is weak, Infamous: Festival of Blood works pretty well. Cole's moveset is largely unchanged; he can blast electrically charged bolts, grenades, and rockets. He has the ability to grind on rails as well as hover in the air. New moves have also been added, granting Cole

⁵³ Pladidus Santoso, “Review InFamous 2: Selamatkan Atau Hancurkan Dunia? • Jagat Play,” Jagat Play, 2011, <https://jagatplay.com/2011/11/playstation3/review-infamous-2-selamatkan-atau-hancurkan-dunia/>.

Vampire Sense and allowing him to fly around New Marais as a group of vampire bats, providing mobility that even a parkour-heavy series like Infamous has never provided before.⁵⁴ From here, this is the final story of Cole MacGrath from inFAMOUS series. And it will change to another new character.

After approximately 3 years after the inFAMOUS series finished, players finally got a new inFAMOUS game called "inFAMOUS: Second Son". InFamous: Second Son, the third installment in the inFAMOUS franchise, takes set 7 years after the events of inFAMOUS 2 and focuses on the story of another protagonist, Delsin Rowe. Delsin Rowe is a Seattle graffiti artist street child who discovers he is a Conduit - a superhuman 'mutant.' This discovery inevitably leads to him being persecuted and targeted by the Department of Unified Protection, the government's draconian security arm. Delsin and his brother Reggie travel to Seattle, a DUP-controlled metropolis where the majority of the game is set. There, he will seek out and assist other Conduits, making decisions for "good" or "evil" along the way that will affect the tone and direction of the game. InFAMOUS: Second Son is an open world sandbox action game set in Seattle. The game is organized around regions of Seattle that are under DUP control and must be liberated by accomplishing certain tasks. Delsin is rewarded with Blast Shards as he completes goals, which he utilizes to improve and unlock new powers. There are various powers, and inFAMOUS releases concentrate upon the protagonist's development as a more powerful mutant, giving players more options for visually

⁵⁴ Colin Moriarty, "Infamous: Festival of Blood Review - IGN," IGN, 2011, <https://www.ign.com/articles/2011/10/28/infamous-festival-of-blood-review>.

fascinating combat or just easier and more appealing forms of transportation from place to region.⁵⁵ The main difference seen here, compared to the previous two video games, is that players get new characters, different locations, and more diverse ability developments.

The last in inFAMOUS franchise, players get an additional story from a standalone DLC inFAMOUS: Second Son called “inFAMOUS: First Light”. The background story focus on a woman name Abigail Walker, but more commonly called “Fetch”. She is likely best known in inFAMOUS: Second Son as Delsin Rowe's source of Neon power, as well as a "crazy" woman intent with disrupting Seattle's narcotics delivery channels. She was not afraid to kill and destroy everyone who stood in her path. Fetch's personality, on the other hand, was not established overnight. Before meeting Delsin, she had been through a slew of traumas and tragedies. Simply a prequel, Infamous: First Light Fetch's character is the center of this story even though she is still involved in the actual drug trade path. Fetch's parents nearly turned themselves in to the DUP, a government agency whose goal it is to apprehend and hold any extant Conduit, after realizing that she is a conduit. When Brent Walker, his beloved brother, realizes what his parents are doing, he chooses to save Fetch and go with him. Brent was the only person Fetch could depend on while he was living on the streets. Infamous: First Light genuinely has a back-and-forth narrative. The tale of Fetch and Brent serves as a visual representation of the tale Fetch concocted while held captive by

⁵⁵ Neoseeker, “InFAMOUS: Second Son - Neoseeker,” neoseeker, 2014, <http://www.neoseeker.com/infamous-second-son/>.

Augustine, the major antagonist of Second Son on Curdun Cay. Here, it is clear that Fetch has been apprehended and is undergoing a series of test scenarios in an effort to better master her Neon powers. All of this took place prior to Fetch's escape from the DUP prison car, which served as the plot premise for inFAMOUS: Second Son opening story.⁵⁶

Finally, In 2020 Sucker punch release a brand-new game. A game called “GHOST OF TSUSHIMA” which became the main discussion in this research. “Ghost of Tsushima” is a fictional story told with fictional characters, yet it is based on the very real Mongol invasion of Japan in 1274, which began on the Tsushima Island. Players take control of Jin Sakai, capably acted by The Man in the High Castle’s Daisuke Tsuji, who starts off as a samurai before a disastrous battle against the invaders quickly teaches him that perhaps the honorable but restrictive ways of the samurai code might not be enough to deal with this new and existential threat. “Ghost of Tsushima” revolves around this inner battle as Jin's formative beliefs clash with his need to preserve his homeland at whatever cost, and it's a gripping struggle that takes a little time to get going. Although Jin may not be the most endearing of heroes, Patrick Gallagher's portrayal of Khotun Khan, who is Jin's antagonist, is dripping with charisma. He's one of the most iconic game villains in recent memory, because to his quiet focus that, despite his terrifying aims, is somehow relaxing. He's highly intelligent and always one step

⁵⁶ Pladidus Santoso, “Review Infamous – First Light: Sekedar Menjual Ekstra Cerita! • Jagat Play,” Jagat Play, 2014, <https://jagatplay.com/2014/08/playstation3/review-infamous-first-light-sekedar-menjual-ekstra-cerita/>.

ahead, and his existence as the "Big Bad" is a big reason Jin's 40 to 50-hour retribution quest works so well.⁵⁷ And this video game, brought players to know how the samurai way is. Also indirectly, as for the developer of this game, they got a new achievement which will be more discuss in the next section.



Picture 6 All three series video games that sucker punch production created. Sly Cooper (Left), "Ghost of Tsushima" (Mid), Infamous (Right)

Source : <https://www.bigglasgowcomicpage.com/infamous-sly-cooper-got/>

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⁵⁷ Mitchell Saltzman, "'Ghost of Tsushima' Review - IGN," IGN, 2020, <https://www.ign.com/articles/ghost-of-tsushima-review>.

B. Role

People play many roles, acting differently in one role from how a person acts in another. For hundreds of years, intellectual thinkers have contemplated the oddity of people shifting personalities that adapt to the variety of expected roles of the immediate public surroundings. The broad concept of role-play is given structure in role theory. However, because social roles are so far-reaching, the theory is very general, lacking the exactness typically required for sound research. Social scientists have identified some standard components, defined terms, and provided great insights. Role according Soekanto is a dynamic process of position (status). If a person exercises his rights and obligations in accordance with his position, it means that he is carrying out a role. The difference between position and role is for the benefit of science. The two cannot be separated because one depends on the other and vice versa.⁵⁸ Role can be interpreted as a series of behaviors expected of a person based on social position, both formally and informally. There are also those who say that the meaning of a role is an action that an individual or group of people performs in an event or events. And is a form of behavior that is expected from someone who has a position in society.⁵⁹

A "Role" plays a crucial part frequently in business-related situations. Everyone knows what to do since they understand their roles and responsibilities. Everyone understands what is expected of them within the group when roles and

⁵⁸ Soerjono Soekanto, *Sosiologi Suatu Pengantar, Edisi Baru* (Rajawali Pers.Jakarta, 2009).

⁵⁹ seputarpengertian.co.id, "Peran Adalah : Pengertian Menurut Para Ahli, Konsep Dan Jenisnya," seputarpengertian.co.id, accessed September 16, 2022, <https://www.seputarpengertian.co.id/2021/06/peran-adalah.html>.

duties, especially formal ones, are clearly defined. They are aware of proper conduct, what must be done, and how to attain the objectives of the group. "Everything is completed." This is especially true if it's unclear who exactly is in charge of carrying out those tasks. Nobody likes to claim the less appealing chores, thus they are frequently left unfinished. On the other side, nothing is overlooked when workers are aware of their job obligations. "When people are aware of their duties, they work together better." When everyone recognizes their role as a member of the group, there is less jockeying for status, less conflict, and more innovation overall. Furthermore, "Less energy is squandered".⁶⁰ In other mean, everything become effective and efficient.

The concept of "Roles" has many interesting perspectives and is actually very easy to learn. As explained by T. Franklin Murphy, who stated that expectations and position are common concepts included in most definitions of roles within role theory. But a specific roles, however, create more of a challenge. Because "roles" are not always clearly defined. While a job position and an expected responsibilities is simple. Many roles in society are not explicit nor are they consistent. Expectations of a role may vary from one environment to another.⁶¹ Which will later direct the discussion this time regarding the visible role of the work of video game developers.

⁶⁰ Kurt Blazek, "The Importance of Defining Roles and Responsibilities," truescore.com, 2016, <https://www.truescore.com/resources/the-importance-of-defining-roles-and-responsibilities>.

⁶¹ T. Franklin Murphy, "Role Theory," flourishinglifesociety.com, 2022, <https://www.flourishinglifesociety.com/role-theory.html>.

Other concepts of roles have also been presented by Rosalind C. Barnett. She wrote about "role theory," which views routine behavior as acting outside of socially prescribed categories (e.g., mother, employee, wife). Each social role has certain rights, obligations, demands, expectations, norms, and behaviors that the holder must accept and uphold. This idea is based on the observations that people behave frequently and that a person's behavior depends on the circumstances, including their social position and other factors.⁶² And this concept is considered by researchers to be relevant to this research, as this topic discusses how the role of video game developers carries out their role in society. And they fulfill their role as a group that creates and develops video games.



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⁶² Rosalind C. Barnett, "Role Theory," in *Encyclopedia of Quality of Life and Well-Being Research*, ed. Alex C. Michalos (Dordrecht: Springer Netherlands, 2014), 5591–5593, <https://doi.org/10.1007/978-94-007-0753-5>.

C. Tsushima Island

Tsushima, the island closest to the Korean Peninsula, is a gateway island that has welcomed many cultures and people from mainland Asia to the island country of Japan. Despite being a part of Japan, Tsushima has developed its own distinct culture by fusing Asian civilizations. It has also served as the site of numerous historical battles. The stories of the island found all over are sure to increase visitor curiosity. Tsushima is an 82-kilometer-long island located between the northern end of Nagasaki Prefecture and Korea. Mountains and primeval forests cover 90% of the island. These mountains have amazing views from their summits, particularly the breathtaking vistas from the Eboshidake Observatory in the centre of the island. Aso Bay (Asowan), a ria coast with interweaving islands, is reminiscent of something from a picture.⁶³

The island of Tsushima, which is located in the Tsushima strait, is long and narrow. It is 49.5 miles from Busan, South Korea, and 138 km from the city of Fukuoka. There are two main islands in Tsushima. Shimojima is the name of the southern portion, and Kamijima is the name of the northern portion. The entire island measures roughly 18 kilometers east to west and 82 kilometers north to south. The city of Busan may be seen from the western side of Tsushima when the weather is clear because the island is closer to Korea than the main island of Japan. Tsushima has a long history of communication with the Asian continent

⁶³ Discover Nagasaki, "Learn about Tsushima Island! | Featured Topics | DISCOVER NAGASAKI/The Official Visitors' Guide," [discover-nagasaki.com](https://www.discover-nagasaki.com/en/featured-topics/about-tsushima), accessed October 11, 2022, <https://www.discover-nagasaki.com/en/featured-topics/about-tsushima>.

due to its geographical characteristics. Tsushima is also a city in Nagasaki Prefecture, The city was established on March 1, 2004 by combining six towns: Izuhara, Mitsushima, Toyotama, Mine, Kamiagata, Kamitsushima.⁶⁴

Tsushima serves as a doorway to other nations, both friendly and hostile, as it is situated at a transportation hub that connects mainland Asia with Japan. There are numerous locations on the island where tourists can see remnants of Tsushima Island's past. The "Mongol invasions of Japan" occurred in the latter half of the 13th century, and Tsushima was targeted as a stepping stone for these invasions. At the time, the Yuan Empire, which included China and Mongolia, controlled close to 30% of the continent. At Komodahama Shrine, the warriors who refused to submit to the imperial army's overwhelming power and who perished while defending their nation are still venerated.⁶⁵

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⁶⁴ Tsushima-Weebly, "HOME Page of Tsushima Weebly," tsushima.weebly.com, accessed October 12, 2022, <https://tsushima.weebly.com/>.

⁶⁵ Discover Nagasaki, "Learn about Tsushima Island! | Featured Topics | DISCOVER NAGASAKI/The Official Visitors' Guide."



Picture 7, The Map of Six Towns on Tsushima Island

Source : <https://tsushima.weebly.com/>

As previously mentioned, Tsushima Island is situated roughly midway between Busan and Fukuoka in the straits that separate South Korea and Japan. The Battle of Tsushima Straits during the Russo-Japanese War, the Japanese invasions of Korea in 1592 and 1597 (when the island served as a forward staging post), a Korean invasion in 1419 to stop the activities of wak pirates, and the Mongol invasions of 1274 and 1281, known as Genko in Japanese, were all fought on this strategically significant island. The first emperor of the Yuan Dynasty, Kublai Khan (1215–1294), made two attempts to conquer Japan as well

as the already-colonized Goryeo Dynasty on the Korean Peninsula.⁶⁶ Meanwhile, “*Ghost of Tsushima*” is set during the same 1274 Mongol invasion of Tsushima. The protagonist is a samurai who fights against the invasion. During Paris Games Week in 2017, a production announcement video for the game caught people's attention for its intricate artwork. In three days following its release, the game sold 2.4 million copies globally, and by March 2021, when a film adaptation was announced, it had sold 6.5 million copies.⁶⁷



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⁶⁶ Turnbull, *The Mongol Invasions of Japan, 1274 and 1281*.

⁶⁷ Jang, “The Mongol Invasions of Japan and Tsushima Tourism.”, 3

D. “GHOST OF TSUSHIMA” Video Game

Video games became one of the focal points in this study. However, slightly different from some of the previous topics, the definition of Video games is quite significant, and there are not many versions. Make it easier for us to understand without looking for other meanings. For example, a video game can define as a game if played with audiovisual equipment and can be based on a fictional story. Video games have adapted into cultures, art forms, narratives, educational tools, etc. Despite all that, a video game has a meaning is a game. So, in short, video games are the development of a game that we can play through computer machines, game consoles, and mobile phones.⁶⁸ And the added value of Video Game is that it is played by many people worldwide. So it would be fascinating if we could discuss it in the academic shutter and add to the scientific characteristics of International Relations.

In Oxford Learner's Dictionaries, Video games are a game where you press buttons to control and move images on a screen.⁶⁹ So the description about video games is where a player plays an electronic-based game through moving pictures and specific devices on the screen. Usually, to play Video games, we need special hardware, such as a PC (Personal Computer), Console (Playstation, XBOX, Nintendo), or Smartphone for mobile gaming like E-sport, which many people

⁶⁸ Yusuf Habib Alfatha, “Apa Itu Video Game? - Refreshing / Brain Game - Dictio Community,” Dictio.id, 2021, <https://www.dictio.id/t/apa-itu-video-game/160579>.

⁶⁹ Oxford Learner’s Dictionaries, “Video-Game Noun - Definition, Pictures, Pronunciation and Usage Notes | Oxford Advanced American Dictionary at OxfordLearnersDictionaries.Com,” [oxfordlearnersdictionaries.com](https://www.oxfordlearnersdictionaries.com/us/definition/american_english/video-game), accessed April 28, 2022, https://www.oxfordlearnersdictionaries.com/us/definition/american_english/video-game.

likes, including those in Indonesia. According to Vero, a communications agency in Southeast Asia, the number of Indonesians involved in electronic sports (E-sport) in 2021 reached 52 (fifty-two) million players. The research results released by Vero in collaboration with Decision Lab also explained about Indonesia's most popular esports brands. Vero Strategic Planning Director, Sasha Alwani, said the research aimed to examine in-depth the characteristics and behavior of Indonesian E-sports players and fans.⁷⁰

And in this era, there are many video game consoles that we can find and get. Such as PlayStation with PlayStation 4 and PlayStation 5⁷¹, XBOX with XBOX Series X and Series S⁷², Nintendo with Nintendo Switch⁷³, then Personal Computer (PC). And one of the consoles that are the focus of this research is coming from the PlayStation sector. PlayStation console here focuses on PlayStation 4 & 5. In 2013, Sony finally released its fourth-generation console, PlayStation 4 (PS4). For the console that was released in 2013, PS4 is still a console that is capable enough to play the latest games. PS4 already uses amazing technology. The processor used is an AMD Jaguar x86-64 eight core. Then there

⁷⁰ Leo Dwi Jatmiko, "Makin Booming, Jumlah Pemain Esport Di Indonesia Capai 52 Juta," *Bisnis.com*, 2022, <https://teknologi.bisnis.com/read/20220105/564/1485717/makin-booming-jumlah-pemain-esport-di-indonesia-capai-52-juta>.

⁷¹ Rizky Nurcahyanto and Dunia Games, "Menemani Selama 25 Tahun, Ini Dia Sejarah PlayStation Dari PS1 Hingga PS5 | Dunia Games," *Dunia Games*, April 10, 2020, <https://duniagames.co.id/discover/article/menemani-selama-25-tahun-ini-dia-sejarah-playstation-dari-ps1-hingga-ps5>.

⁷² Christine and Dunia Games, "Melihat Sejarah Xbox Dari Generasi Pertama Hingga Yang Terbaru, Xbox Series X | Dunia Games," *Dunia Games*, November 11, 2020, <https://duniagames.co.id/discover/article/melihat-sejarah-xbox-dari-generasi-pertama-hingga-yang-terbaru>.

⁷³ Lukita Suharlim, "7 Evolusi Konsol Nintendo Dari Tahun Ke Tahun, Inovatif!," *IDN TIMES*, October 6, 2021, <https://www.idntimes.com/tech/gadget/lukita-surhalim/evolusi-konsol-nintendo-dari-awal-sampai-sekarang?page=all>.

is the second processor chip also to facilitate multitasking which allows users to play while updating or downloading the latest games.⁷⁴ Then in 2020, PlayStation released their latest console, PlayStation 5. The specifications embedded in the PS5 console machine are certainly very sophisticated. The CPU and GPU used by Sony's latest console use the latest chipset from AMD, and for the GPU it already supports RDNA. With this, gamers can enjoy a very new gaming experience, namely with ray tracing technology. This technology is likely to become the main technology in future games. Not only that, the PS5 already supports the 4K resolution that is actually already on the PS4 Pro, but in terms of quality, it has improved significantly.⁷⁵

And through PS4 & PS5, there are a variety of exclusive games that can only be played on both devices. Among them are “GHOST OF TSUSHIMA”. In the midst of the thirst for an open-world game that uses Japanese culture as the basis, anticipation for “*Ghost of Tsushima*” is indeed high. Moreover, as far as the eye can see, through the various screenshots and trailers released, Sucker Punch seems to be doing a good job. Not only ensuring that the katana battle which is the essence of a Samurai is well presented, they also adapt the concept of stealth, which is then clashed with Bushido values, which incidentally appears to be a heartbeat for the warriors from the land of cherry blossoms. Everything is more interesting when homage in old samurai films will also be offered via a special

⁷⁴ Rizky Nurcahyanto and Games, “Menemani Selama 25 Tahun, Ini Dia Sejarah PlayStation Dari PS1 Hingga PS5 | Dunia Games.”

⁷⁵ Tupac Takur, “Akhirnya Telah Rilis PS5 Indonesia Resmi! (Review),” Sobat Game, August 7, 2022, <https://sobatgame.com/ps5-indonesia/>.

mode called Kurosawa Mode. In the end, “*Ghost of Tsushima*” remains an open-world game that is ready to amaze you in terms of visuals, satisfying in terms of gameplay, evocative in terms of story and music, and charming when everything is combined in the same space. This game will require the player to raise a katana and drop blood on the land of heaven.⁷⁶



Picture 8, The In-Game Footage “*GHOST OF TSUSHIMA*” The Samurai of Tsushima

Source : https://www.discover-nagasaki.com/static/ghost_of_tsushima/en/

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⁷⁶ Pladidus Santoso, “Review “Ghost of Tsushima”: Tanah Dan Katana Berlumur Darah! • Jagat Play,” Jagat Play, July 14, 2020, <https://jagatplay.com/2020/07/playstation3/review-ghost-of-tsushima-tanah-dan-katana-berlumur-darah/4/>.



Picture 9, Panorama In the video game “GHOST OF TSUSHIMA”

Source : https://www.discover-nagasaki.com/static/ghost_of_tsushima/en/

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E. Public Diplomacy

In S.L Roy's book entitled "Diplomacy", it is said that diplomacy has a very diverse and numerous role in International Relations. Diplomacy became a human effort to solve the oldest problems of war and peace. And in social life, the application of negotiations, persuasion, exchange of ideas, etc., can reduce the likelihood of an increasing conflict or the use of force that is often hidden behind the agenda of international activities.⁷⁷ Diplomacy is an activity of official relations between countries. In the era of globalization, as good citizens must follow the development of globalization flows, this is related to improving the quality of human resources because basically, the people who follow the development of globalization flows will be more sensitive to what is happening with Indonesia and the world in an updated manner.⁷⁸ So that the state and society can understand and respond appropriately to all foreign policies resulting from their respective countries. The important point in diplomacy based on the explanation above is to ensure peaceful relations between countries. This could include negotiating trade deals, discussing mutual difficulties, enacting new regulations, and resolving conflicts. Conflict, bloodshed, and even war may result from a lack of diplomatic connections, which can have very catastrophic repercussions. It's also important to note that diplomacy occasionally takes place between other centers of influence and power rather than just between different

⁷⁷ S.L. Roy, *DIPLOMASI* (Jakarta: Rajawali Pers, 1991), 23.

⁷⁸ Muhammad Ali Husen, "Pentingnya Diplomasi Di Era Globalisasi Dalam Kehidupan Masyarakat," *yoursay.suara.com*, 2022, <https://yoursay.suara.com/kolom/2022/06/14/093826/pentingnya-diplomasi-di-era-globalisasi-dalam-kehidupan-masyarakat>.

states. Large corporations, religious institutions, NGOs, and even terrorist organizations may fall under this category. Because of the immense degree of control, they have over a nation's population, institutions with this much power occasionally need to be treated diplomatically.⁷⁹

Diplomatic activities also vary depending on what interests will be carried out. In this study, researchers focused on Public Diplomacy. The word "Public" according to the Oxford Learner's Dictionaries, refers to "ordinary people in society in general", or "a group of people who share a particular interest or who are involved in the same activity". In the Oxford dictionary it is also described the word origin of "Public" was from late Middle English: from Old French, from Latin publicus, blend of poplicus 'of the people' (from populus 'people') and pubes 'adult'. Another meaning also says that The Public is "when other people, especially people you do not know, are present".⁸⁰ Where it can be concluded that the Public is a group of people, regardless of whether someone knows them or not. And that group of people could have similar or diverse interests. While the word of "Diplomacy" is a familiar word in-state activity. According to the book "Diplomacy in the 21st Century: A Brief Introduction" by Paul Sharp, the 15th century became the beginning of the development of the sovereign state system in Europe, which took many centuries to extend to the rest of the world. It was a

⁷⁹ Rhiannon Wardle, "Exploring International Relations: What Is Diplomacy? - FutureLearn," FutureLearn.com, 2021, <https://www.futurelearn.com/info/blog/what-is-diplomacy>.

⁸⁰ Oxford Learner's Dictionaries, "Public_2 Noun - Definition, Pictures, Pronunciation and Usage Notes | Oxford Advanced Learner's Dictionary at OxfordLearnersDictionaries.Com," [oxfordlearnersdictionaries.com](https://www.oxfordlearnersdictionaries.com/us/definition/english/public_2), accessed August 30, 2022, https://www.oxfordlearnersdictionaries.com/us/definition/english/public_2.

mechanism for the kings and queens of European states to communicate with one another about war, peace, trade, finance, and eventually just about everything that concerns humans. Later, other groups of people were able to do the same.⁸¹

Researcher see the statement from Bruce Gregory that Public Diplomacy can be done by Non-state actor. According to him, public diplomacy is a political tool with distinct qualities and analytical bounds. States, groups of states, and Non-State actors utilize it to comprehend different cultures, attitudes, and behaviors; to create and manage relationships; and to sway people's beliefs and conduct in order to further their own Interest and values.⁸² Gregory state that Public Diplomacy is used by both State & Non-state actors to understand, engage, and influence publics on a wide range of other issues relating to governance, economic growth, democracy, the distribution of goods and services, and a host of cross-border threats and opportunities. Which is states, associations of states, and non-state actors understand cultures, attitudes, and behavior; build and manage relationships; and influence opinions and actions to advance their interests and values. Gregory also mentioned that Public diplomacy operates through actions, relationships, images, and words in three frames: 24/7 news streams, medium-range campaigns on high-value policies, and long-term engagement.⁸³

⁸¹ Paul Sharp, *Diplomacy in the 21st Century*, *Diplomacy in the 21st Century: A Brief Introduction*, 1st Editio (Abingdon, Oxon ; New York, NY : Routledge, 2019.: Routledge, 2019), 18 <https://doi.org/10.4324/9781315149110>.

⁸² Bruce Gregory, "Public Diplomacy: Sunrise of an Academic Field," *The ANNALS of the American Academy of Political and Social Science* 616, no. 1 (March 1, 2008): 274–90, <https://doi.org/10.1177/0002716207311723>.

⁸³ Ibid.

It is in line with Rhiannon Wardle who said that Public Diplomacy describes as two approaches, “Branding & Advocacy”. By projecting concepts about the nation's history, culture, and foreign policy in order to make it appear appealing, “branding” aims to promote a favorable image of the nation to the media and other countries. Positive branding can also be used as a defensive strategy to dispel unfavorable preconceptions, particularly if a nation has lately come under fire in the media. On the other hand, advocacy refers to government initiatives with specific goals. This form of advocacy once more aims to promote a nation's image to the public and to other nations. It's also important to note that public diplomacy and cultural diplomacy have some commonalities. For instance, having a distinctive culture and excellent music or art can be considered as an element of a nation's branding because it enhances its reputation abroad.⁸⁴ Here the researcher focuses more on the concept of “branding”, where this activity aims to introduce something, in this case a tourist destination. Activities carried out such as: *Placing advertisements*, this aims to make the public aware of the existence of a tourism product or location. Ads can also be seen anywhere, such as on the street or on the internet. The next step is to *use social media* because at this time a variety of information, even advertisements, can be found on social media. And another step is to *create a specific website* so that the public can access and periodically see the development of the product.⁸⁵

⁸⁴ Wardle, “Exploring International Relations: What Is Diplomacy? - FutureLearn.”

⁸⁵ Dreambox, “Kegiatan Branding Yang Dapat Digunakan Saat Merintis Usaha,” dreambox.id, 2022, <https://www.dreambox.id/blog/branding-strategi/contoh-kegiatan-branding-digunakan-saat-merintis-usaha/>.

Based on the explanation above, branding activities in line with the concept the Tourism Promotion. Tourism promotion can define as activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists.⁸⁶ Another definition of tourism promotion is a means of trying to encourage actual and potential customers to travel to a destination through the spreading of information. Promotion is one of the most effective marketing mix elements used in marketing a tourist product.⁸⁷ That's why promotions are commonly found everywhere that aim to engage tourists to visit a location of tourism. Doing a tourism promotion also had various form. As an example, the promotion of tourism in an area depends on the knowledge and interest of tourists in a tourist attraction. Tourism promotion using conventional methods such as distributing brochures/pamphlets, and so on requires a large cost and is not effectively carried out at this time, so it is deemed necessary to have a more effective promotion method, one of which is through internet promotion or better known as e-tourism. In this digital era, tourism promotion through the internet is the most effective way to promote tourism considering the ease of access and the vast information network from the internet

⁸⁶ Law Insider, "Tourism Promotion Definition: 163 Samples | Law Insider," lawinsider.com, accessed September 15, 2022, <https://www.lawinsider.com/dictionary/tourism-promotion>.

⁸⁷ CHRISTIAN, "TOURISM PROMOTION IN THE EU AND DESTINATION IMAGE | Association of Accredited Public Policy Advocates to the European Union," aalep.eu, 2016, <http://www.aalep.eu/tourism-promotion-eu-and-destination-image>.

allows tourism promotion to be accessed anytime, anywhere, and by anyone. Tourism promotion through the internet can be done by creating a tourism website (e-tourism), promoting tourism videos through YouTube and social networks, and reviews discussing tourism on the island of Lombok.⁸⁸ Not just on Youtube, public can notice the promotion of tourism through many digital media. Such as social media posts, digital news, and also like the topic in this research, video game. All the above explanation are in line with how video games such as “*Ghost of Tsushima*” can be part of the Public Diplomacy Japan carried out by Non-state actor like video game developer “Sucker Punch Production”. Since today's public diplomacy has evolved beyond its traditional definition.



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⁸⁸ Pahrul Irfan and Apriani Apriani, “ANALISA STRATEGI PENGEMBANGAN E-TOURISM SEBAGAI PROMOSI PARIWISATA DI PULAU LOMBOK,” *ILKOM Jurnal Ilmiah* 9, no. 3 (December 28, 2017): 325–30, <https://doi.org/10.33096/ilkom.v9i3.164.325-330>.

CHAPTER III

RESEARCH METHOD

A. Research Type & Approach

The approach that will be used in this research is Qualitative – Descriptive. Qualitative research according to Strauss and Corbin is a type of research that produces discoveries that cannot be obtained using statistical procedures or other ways of quantitative methods. Qualitative research is generally used for research on people's lives, history, behavior, social activities, etc.⁸⁹ Qualitative research is research that produces discoveries that cannot be achieved using statistical procedures or quantitative ways. Qualitative research can show people's lives, history, behavior, organizational functionalism, social movements, and kinship relations. Some data can be measured through census data, but the analysis remains qualitative data analysis. This method of research aims to understand the phenomena experienced by the subject of the study. For example behavior, perception, motivation, actions, etc., holistically descriptive in a natural context that is natural without any human intervention and by utilizing optimally as a scientific method that is commonly used.⁹⁰

While descriptive research methods are a method in examining the status of a group of people, an object, a condition, a system of thought, or a class of events

⁸⁹ Pupu Saeful Rahmat, "Penelitian Kualitatif," *Journal Equilibrium*, 2009, yusuf.staff.ub.ac.id/files/2012/11/Jurnal-Penelitian-Kualitatif.pdf.

⁹⁰ Dr. Umar Sidiq M.Ag, and Dr. Moh. Miftachul Choiri MA, *METODE PENELITIAN KUALITATIF DI BIDANG PENDIDIKAN*, ed. M.Ag Dr. Anwar Mujahidin, *Repository.Iainponorogo.Ac.Id/*, 1st ed. (Ponorogo: CV. Nata Karya, 2019), 10 [http://repository.iainponorogo.ac.id/484/1/METODE PENELITIAN KUALITATIF DI BIDANG PENDIDIKAN.pdf](http://repository.iainponorogo.ac.id/484/1/METODE%20PENELITIAN%20KUALITATIF%20DI%20BIDANG%20PENDIDIKAN.pdf).

today with the aim of making a systematic, factual, and accurate painting of descriptions, images or paintings about facts, traits -The nature and relationship between the educated phenomena. It can be concluded that descriptive qualitative research methods are research conducted to examine objects, a condition, a group of people, or other phenomena with natural or real conditions (without experimental situations) to make a systematic general picture or detailed description that is factual and accurate.⁹¹ Researcher believe that Qualitative – Descriptive research method can make it easier for researchers to determine the direction of the issues discussed and find answers to the topics discussed. In its application, the researcher conducted an online search. It should be noted that the authors browse documents related to the topics covered such as articles, journals, films, books, videos, etc. And an explanation of the use of documents and their techniques will be explained in the next session.

B. Time Research

The research time is conducted in January to December 2022. And it will be completed in December 2022 if there are no obstacles in the research work.

C. Research Subject & Level of Analysis

The research subject is a person who is asked to provide information about a facts or opinion or can be called the subjects designated to be examined by

⁹¹ Gamal Thabroni, “Metode Penelitian Deskriptif Kualitatif (Konsep & Contoh) - Serupa.Id,” serupa.id, April 27, 2022, <https://serupa.id/metode-penelitian-deskriptif-kualitatif-konsep-contoh/>.

researchers and research subjects is information that is explored to reveal the facts in the field. In this case are Sucker Punch Production. According to Patric Morgan there are five classifications in the level of analysis to understand the behavior of actors in international relations⁹² are :

1. Individual level analysis, at this level of analysis the phenomenon of international relations is actually seen from how the interactions or behavior of the individuals. To analyze the reality of international relations, researchers must first understand and examine the behavior and attitudes of individuals, namely the main decision-makers. The main characters are the president or state leader, the foreign minister, and so on.

2. Individual Group level analysis, In this level of analysis, individual activities in a group or organization are accumulated in international relations. Therefore, the relationship between groups of individuals that exist in various countries is a phenomenon of international relations. To analyze the level of individual groups, researchers need to study and understand the behavior and activities of individual groups and organizations involved in international relations. Examples such as government cabinets, bureaucratic organizations, etc.

3. Nation-State level analysis, at this level of analysis, the basic assumption is that all policymakers, wherever they are, will have the same behavior when faced with the same phenomenon. The phenomenon of international relations is seen from the behavior and actions of the nation state,

⁹² Mochtar Mas'ood, *Ilmu Hubungan Internasional: Disiplin Dan Metodologi* (Jakarta: LP3ES, 1994).

where the state is the main actor in international relations. So to analyze the researcher must study and understand how the policy process is made, especially the country's foreign policy. It can be concluded that this level of analysis views the nation state as a complete unit.

4. Nation-State Group level analysis, This level of analysis focuses on the phenomenon of international relations seen from the interactions and behavior between groups of nation states that join into alliances, ideological blocks, regions, to groups within the United Nations.

5. International systems level analysis, the international system is a combination of units such as the nation state and other international relations actors. Where all actors of international relations interact and act in the international system. Therefore, according to this level of analysis, the phenomena that occur in the international system affect the behavior and actions of international relations actors included in it. In short, a large system can determine the behavior and actions of the smaller units within the system. So, to analyze the researchers need to study and understand the system as a whole and be able to explain the behavior of each actor in international relations in it.

The subject of this research highlighted the Video Game Developer named “Sucker Punch Production” as creator of the Video Game “GHOST OF TSUSHIMA”. This developer is located in Bellevue, Washington, United States. Sucker Punch is a production company that is specialized in character-based video

games⁹³. And the level of analysis used by researcher is “Individual Group level analysis”.

D. Research Stages

1. Preparation Stage

This first stage entails creating a research design, creating research proposals, evaluating field circumstances, choosing and organizing reliable data sources, and properly setting up research equipment, such as research that will be conducted in data takers using methods of literature study and documentation about the "Sucker Punch Production." Additionally, the researcher developed a research focus that will serve as the lead for research topic. The next stage is to gather the research-related data. Where researchers collect data that has been collected which will later be filtered and written down in the study

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⁹³ Sucker Punch Productions, “Sucker Punch Productions: Gambaran Umum | LinkedIn,” LinkedIn, accessed September 20, 2022, <https://www.linkedin.com/company/sucker-punch-productions/>.

2. Research Data Stage

The emphasis at this stage is on data search, which is a constant study process. After the researcher begins to collect the needed data in relation to the problem to be investigated, the researcher will conduct data analysis, which will then be written into the study. When the data is deemed sufficient, researchers can look for additional data in the form of documents or articles in online media to enrich the information.

3. Data Analysis Stage

At this stage the researcher has carried out the stages above and obtain data from various data sources. Then the next step is to manage, analyze and rearrange the data that has been obtained at the previous stage of various sources to produce a description or explanation that is easily understood without adding or reducing the facts in the field.

4. Report Stage

At this stage the authors make the final report or conclusion taken by collection of data and analysis results in written form to the resource or information and the final report is rewritten in the form of a undergraduate thesis.

E. Data Collection Technique

In this study, there are two data collection techniques used by researchers, namely documentation techniques and literature studies. Both techniques are used to obtain data based on secondary data. Secondary data are obtained from books, websites, and documents that are relevant to research as supporting information and as a support for research facts in the field.

Documentation

Documentation method is one of the data collection methods used in the Social Research Methodology. In essence, the documentation method is a method used to explore historical data. Thus, in historical research, documentary material plays a very important role. Most of the available data are in the form of letters, diary, souvenirs, reports, and so on. The main nature of this data is not limited to space and time. Thus providing opportunities for researchers to find out things that had happened in the past. This written form of data is called a document in a broad sense. Including monuments, artifacts, photos, tapes, microfilms, discs, CDs, hard disks, flash disks, etc.⁹⁴ This method is considered to have many conveniences because data can be found in various formats that can later be processed into a study. Using the documentation method makes it easy for researchers to get secondary data that will help researchers answer research questions. The results of the documentation obtained come from official documents or documents related to research topics. Like videos, photos, news,

⁹⁴ Hamada Nofita Putri, "Metode Dokumentasi Dalam Penelitian Kualitatif, Beserta Penjelasanannya - Vocasid," Vocasid, 2021, <https://vocasia.id/blog/metode-dokumentasi-dalam-penelitian-kualitatif/>.

magazines, and even social media. And all that thing is looked by searching via Online. Such as Google, Youtube, Website, etc. So that researchers can analyze from the documents above and make a research result.

F. Data Analysis Technique

In the first data analysis technique, the author performs editing, which is a method used to check data that has been entered or collected to determine its correctness. Examine and re-examine carefully the data obtained, especially in terms of completeness, clarity and relevance. Then the second is carrying out the Classification stage, that is collecting similar data according to the problem boundaries, compiling and systematizing the data - data that has been obtained in accordance with the research objectives.⁹⁵ The analysis was carried out starting from the beginning of data collection and after the data was collected. Before the data is analyzed, there are several steps that are carried out in processing the data based on the Miles & Huberman technique.

According to Miles and Huberman, qualitative data analysis tasks should be carried out in an engaging manner and kept going until they are finished in order to ensure that the data is saturated. When new data or information cannot be obtained, data saturation has occurred. Data reduction (data reduction), data presentation (data display), and conclusion drawing & verification (conclusion / verification) are all activities included in the analysis. The Miles and Huberman

⁹⁵ Koentjaraningrat, *Metode-Metode Penelitian Masyarakat* (Jakarta: Gramedia Pustaka Utama, 1994).

model's qualitative data analysis that used by researcher is divided into 3 (three) stages.⁹⁶



⁹⁶ Mey Hariyanti, "Analisis Data Kualitatif Miles Dan Hubermen - Kompasiana.Com," kompasiana.com, 2015, <https://www.kompasiana.com/meykurniawan/556c450057937332048b456c/analisis-data-kualitatif-miles-dan-hubermen>.

1. Data Reduction Stage

The data reduction process is a process of analysis that simplifies, sorts, and eliminates extraneous data while arranging the data so as to produce conclusive and testable findings. The reduction report has been streamlined, the key components focused on, and more methodically assembled. The data is in the form of all forms of documentation that related to the research topic. Throughout the investigation and analysis, data is continuously reduced. Reduced data is data that has no relevance to the research topic.

2. Data Presentation Stage / Data Display

The next stage after the data has been reduced is to present the data in order to make it easier to comprehend what is happening and to plan future work based on the data that has been understood. After the data is reduced, it can be indicated as the content of the study. Here the researcher will write it down in his research, whether the data will be the research background, research method, or discussion in this undergraduate thesis.

3. Conclusion Drawing Stage

After all the stages have been carried out, here the author will conclude the results of the research. Conclusions drawn from research findings must be supported by the evidence gathered throughout the research process, not by the researcher's personal preferences. Conclusions are written in the final chapter of the research which contains the results of the research.

G. Data Validity Examination Technique

Data validity techniques are one of the tools and objective basis of the results carried out by qualitative checking. In the data checking technique that has been obtained based on the data collection method mentioned above, it can be done as follows.⁹⁷

1. Extension of Research Schedule

To gather more valid data, the researcher here extends his or her period of fieldwork with the expectation that the data obtained is valid in light of the facts. Researchers take advantage of the additional time that exists before the research deadline arrives

2. Search Deepening

In addition, researchers will also deepen data search so that in research conducted by researchers while in the field can be accounted for the validity of the data. In this stage, The researcher investigates the data to make sure it is reliable and free of errors.

3. Data Triangulation (Triangulation of Data Sources)

“Triangulation of data sources” is to explore certain information truths using various data sources such as documents, archives, interview results, observations or also by interviewing more than one subject that is considered to have a different perspective. Of course, each of these methods will produce different

⁹⁷ Arnild Augina Mekarisce, “Teknik Pemeriksaan Keabsahan Data Pada Penelitian Kualitatif Di Bidang Kesehatan Masyarakat,” *JURNAL ILMIAH KESEHATAN MASYARAKAT: Media Komunikasi Komunitas Kesehatan Masyarakat* 12, no. 3 (September 10, 2020): 145–51, <https://doi.org/10.52022/jikm.v12i3.102>.

evidence or data, which will then provide different views of the phenomenon under study. These various views will give birth to the breadth of knowledge to gain reliable truth.⁹⁸

Researchers focus on this technique because it is considered relevant and in accordance with the stages and techniques that will be carried out in this study. In its implementation, all of the above techniques are applied and simplified to make it easy to learn and improve. It is hoped that in the future, this technique can be used as a form of reference for subsequent research. As well as the existence of continuity in similar research topics.



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⁹⁸ Reyvan Maulid Pradistya, "Teknik Triangulasi Dalam Pengolahan Data Kualitatif," dqlab.id, 2021, <https://www.dqlab.id/teknik-triangulasi-dalam-pengolahan-data-kualitatif>.

CHAPTER IV

DISCUSSION

A. Popularity of “Ghost of Tsushima” Video Game

In the video game industry, there are many people who review and analyze a game. And thanks to their analysis and reviews, people can get to know more about what they're playing at, especially in this case study is the video game “Ghost of Tsushima”. And the form of the response can be conveyed in a variety of ways. Response brings up a channel of communication that can strengthen mutually beneficial not just in business relationships⁹⁹, but it could bring to another positive result in another section. Responding to reviews or something paves the way for a solid relationship with customers or public, builds trust, and demonstrates that someone, in this case “players”, about their experience with a product¹⁰⁰, video game.

It has been said that all forms of response can be delivered in various forms. One of them is through social media such as Youtube. According to Saifuddin Azwar, a reaction or response is dependent on the stimulus; the response occurs only when the individual is confronted with a stimulus that necessitates an individual reaction. A person's reaction can be good or bad, positive or negative,

⁹⁹ Managementstudyguide.com, “Qualities of a Good Response - What a Response Must Provide ?,” managementstudyguide.com, 2020, <https://www.managementstudyguide.com/qualities-of-good-response.htm>.

¹⁰⁰ “The Importance of Responding to Reviews | Let Us Respond,” letusrespond.com, 2020, <https://www.letusrespond.com/responding-to-reviews/>.

pleasant or unpleasant.¹⁰¹ And the form of response to the video game "“Ghost of Tsushima”" was conveyed by a Youtuber named "That Japanese Man Yuta" in one of his videos. He said to the audiences about what is Japanese people think about this video game.

Mr. Yuta said in the part of beginning his video, that “Ghost of Tsushima” also being a popular video game in Japan at the moment (2020). It’s place number 2 as the best-selling PS4 Game in Japan. So, many Japanese people are love this video game. In his video, there are people that responding based on localization and it looks so authentic like the original place that seems like developed in Japan. More specific, another responses also said that “Ghost of Tsushima” are shown unspoiled natural beauty of ancient Japan (Tsushima Island). Beside responses about localization, regarding this video game, the Japanese people have provided some fascinating answers. Like how good Japanese culture can be presented. Others state that the existence of Japanese languages allows Japanese players to readily recall the storyline and terminology of the video game. Last but not least, Mr. Yuta said that “Ghost of Tsushima” not only popular Japan, but also it’s very well welcomed and Japanese people very happy with the Japanese aspects in this game including their language¹⁰², even this video game are created by non-Japanese people.

¹⁰¹ Saifuddin Azwar, *Sikap Manusia Teori Dan Pengukurannya Respon* (Bandung: Bina Cipta, 2011).

¹⁰² That Japanese Man Yuta, “What Japanese Think of “Ghost of Tsushima” - YouTube,” Youtube, 2020, <https://www.youtube.com/watch?v=CaTwKkxdWYw&t=311s>.



Picture 10, Mr.Yuta Explained that “Ghost of Tsushima” is popular in Japan

Source : <https://www.youtube.com/watch?v=CaTwKkxdWYw>



Picture 11, “Ghost of Tsushima” in second place as the best-selling PS4 Game in Japan

Source : <https://www.youtube.com/watch?v=CaTwKkxdWYw>

That Japanese Man Yuta

“The localization is perfect. It looks so authentic that it seems like it was originally developed in Japan.



Picture 12, Response from a player who talks about localization in “Ghost of Tsushima.”

Source : <https://www.youtube.com/watch?v=CaTwKkxdWYw>

That Japanese Man Yuta

“What's wonderful about this game is the unspoiled natural beauty of ancient Japan. Wow, really beautiful!!



Picture 13, Response from a player who talks about the beauty of ancient Japan (Location)

Source : <https://www.youtube.com/watch?v=CaTwKkxdWYw>

Sample responses are available as additional information on one of the most well-known e-commerce sites in the world, Amazon. Here people from worldwide

can show their reviews about many products, including video games like “Ghost of Tsushima.” For example, from reviewer name Fizzle, He / She said that this is a very emotionally moving and engaging video game. Now what that means is everything underneath that is technical and artistic is working as planned. Players will meet the family, and the community, feel their pain and feel the weight of responsibility and honor. Players will share in intimate moments in the making of a warrior of the Japanese feudal tradition. Some of this game may even make its way into players' dreams.¹⁰³ As for the response given by Gustavo S. Boldrini, which states that this game blew him away. Amazing graphics, great story, artful, respectful of the culture, just overall fantastic. The open world isn't Skyrim (name of video game) or anything but it's a great open world and the combat is so fun and dynamic. Beautiful game, seriously can't say enough about it.¹⁰⁴ As a result, “Ghost of Tsushima” mostly gets very good reviews from customers who bought and gave “5 Stars” this game in Amazon.

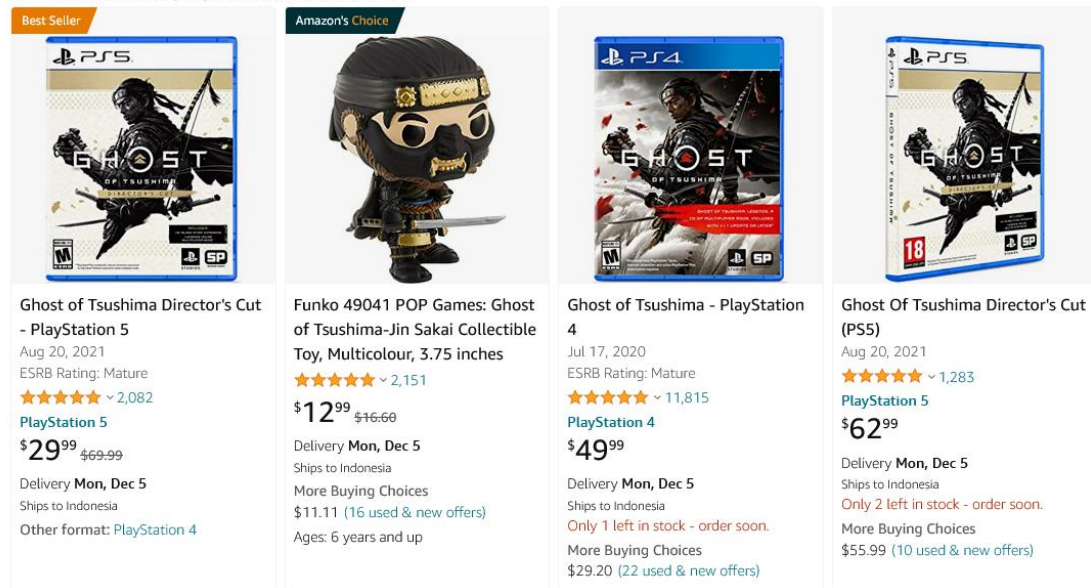
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¹⁰³ “Ghost of Tsushima” Director’s Cut - PlayStation 5|| Customer Reviews by Fizzle,” Amazon.com, 2022, https://www.amazon.com/product-reviews/B098G34GBT/ref=cm_cr_getr_d_paging_btm_next_6?ie=UTF8&filterByStar=five_star&reviewerType=all_reviews&pageNumber=6#reviews-filter-bar.

¹⁰⁴ “Ghost of Tsushima” Director’s Cut - PlayStation 5 || Customer Reviews by Gustavo S. Boldrini,” Amazon.com, 2021, https://www.amazon.com/product-reviews/B098G34GBT/ref=cm_cr_getr_d_paging_btm_next_7?ie=UTF8&filterByStar=five_star&reviewerType=all_reviews&pageNumber=7#reviews-filter-bar.

RESULTS

Price and other details may vary based on product size and color.



Picture 14, "Ghost of Tsushima" Overall score got 5 star reviews in Amazon.

Source :

https://www.amazon.com/s?k=ghost+of+tsushima&sprefix=ghost+of%2Caps%2C484&ref=nb_sb_ss_ts-doa-p_3_8

Although this explanation is based on feedback from the video game Ghost of Tsushima, it also receives significant worldwide support from sales. The game sold over 8 million units the last time around, which was an increase of 3 million units from the 5 million recorded in November 2020. Its sustained success shouldn't come as a surprise considering that it was well-received by both consumers and critics. The game really set a record for first-party original IP sales on the PS4. After going on sale, it sold more than 2.4 million units worldwide in three days.¹⁰⁵ Not only that, Ghost of Tsushima was the best-selling game in July 2020, as well as the fifth best-selling game of the year, the fastest selling release

¹⁰⁵ Stephany Nunneley and Jackson, "Ghost of Tsushima Has Sold Close to 10 Million Units | VG247," VG247.com, 2022, <https://www.vg247.com/ghost-of-tsushima-has-sold-close-to-10-million-units>.

from Sucker Punch Productions, and the fourth highest launch month dollar sales in US history for a Sony published title.¹⁰⁶ This indicates that a lot of players or gamers enjoy the game "Ghost of Tsushima." This could ultimately increase the game's popularity and support Japan and the developer, which will be discussed in more detail in the following section.

Aside from market reviews, responses can also be found in other online testimonials. So that anyone know how the Japanese people or gamers themselves react to the video game "Ghost of Tsushima". Among those coming from "Yakuza" game maker Toshihiro Nagoshi has praised Ghost of Tsushima of Sucker Punch Productions, labeling the game "amazing" and expressing regret that it was not made in Japan. Nagoshi said that he thought it was a game that Japanese people should have made, but he heard that sucker punch productions did a monstrous job collecting data and everything. He reply that there's also the Kurosawa Mode, showing how sucker punch productions tried to pursue an artistic movie feel with the game overall.¹⁰⁷

Talking about the "Kurosawa Mode" (mode that make "Ghost of Tsushima" like Black and White old-film) contained in Ghost of Tsushima, in the perspective of Jon Bailes, a reviewer from the Video Game Chronicle / VGC, Sucker Punch's Kurosawa homage forges its own identity, but is weighed down by the genre's

¹⁰⁶ Adam Bankhurst, "Ghost of Tsushima Is July 2020's Best-Selling Game, Sucker Punch's Fastest-Selling Game Ever," IGN Southeast Asia, 2020, <https://sea.ign.com/news/162747/ghost-of-tsushima-is-july-2020s-best-selling-game-sucker-punchs-fastest-selling-game-ever>.

¹⁰⁷ Tom Ivan, "Japan Should Have Made Ghost of Tsushima", Says Yakuza Creator | VGC," VGC / videogameschronicle.com, accessed November 25, 2022, <https://www.videogameschronicle.com/news/japan-should-have-made-amazing-ghost-of-tsushima-says-yakuza-creator/>.

more perfunctory tropes. He also mentioned that each new encounter in the game's open world comes with a notification that we'll run into carbon replicas along the way. The menus feature a "collections" page where locations like hot springs, mountain shrines, lighthouses, and haiku locations are displayed in neat boxes along with various items like scrolls, caged crickets, and military banners that are ready for cataloging and counting. The majority of these activities do have a practical benefit, such as boosting tradeable good supply, supporting tree improvement, or expanding the variety of clothing possibilities. However, many of these are merely objects to be on the lookout for that are periodically scattered over the countryside in a game like "The Legend of Zelda : Breath of the Wild". This overkill of stuff feels doubly incongruous in a setting that exudes the pensive ambiance of classic samurai films. Ghost isn't always the most technically advanced title in terms of sheer visual detail, but there's careful artistry in its vision of feudal Japan, most striking in its use of color, dynamic weather, and haunting soundtrack. As the sun sets behind a golden forest carpeted in crimson flowers, or fireflies dance above the swaying pampas grass to a wistful flute melody, quest markers, and shopping list objectives feel like crass digital noise.¹⁰⁸

If earlier the response has been seen through game reviewers, even through the marketplace, other responses can also be seen through online forums or any online media as long as it is related to how "Ghost of Tsushima" affects people.

¹⁰⁸ Jon Bailes, "Review: Ghost of Tsushima Has Atmosphere and Sharp Combat, but Too Much Filler," accessed November 25, 2022, <https://www.videogameschronicle.com/review/ghost-of-tsushima/>.

For starters, on the online discussion forum "Quora", there are discussion questions related to the game. The discussion took the form of their (Japanese people's) responses regarding video games with Japanese cultural themes but made by non-Japanese developers (in this case American developers). The first answer (Takeshi Iseyama (伊勢山 剛) さん) said they felt there was no issue with the game being developed by an American studio, particularly given the interviews/research conducted in Japan as part of its development. Regarding talk of racism, Iseyama-san said that many Japanese people recognize within fiction there is exaggeration and simplification involved that leads to stereotypes being reinforced, which they are okay with. Another answer from Ono-san (Ono.Y (さん)). He said that "Ghost of Tsushima" is such a great game in itself that it doesn't matter if an American studio developed it or not. In fact, he is moved that an American studio could develop such a high-quality game based in Japan. The idea that the likes of Caucasians and commoners appear in such a game set in ancient times is, at the least, a point to be excited about; there is no feeling of discrimination. The detail within the game surrounding Japanese culture makes Ono-san feel respect for the developers; Ono-san identifies three points. First, the courtesy shown within the battle by the samurai while his (Mongolian) opponent just attacked the samurai. Second, the reality of the monochrome B&W mode being spine-tingling (Regarding to Kurosawa Mode). Third, the attention-to-detail of the weapons of the period.¹⁰⁹

¹⁰⁹ Andrew Mitchell, "Andrew Mitchell Answer to For People Who Are Japanese, How Do You

There are also respond which according to researchers, are very specific regarding the industry and video game development carried out by foreign developers. From Gobi Subramaniam said that there are many western game studios which was involved in games set on other countries, cultures and people. Such as Ubisoft which was based on Montreal (Canada) was famous for developing games like Assassin Creed which based on various countries and culture - including Italy, Middle East, Mediteranean, Egypt and even the Viking culture. He didn't see a large group of people making comments against Ubisoft making games about their culture. CAPCOM (Japanese game company) had developed games for ages where the game scenario and characters are largely Americans (such as Resident Evil series). Only one time he have ever heard anything such as racism is when Resident Evil 5 (2008) came out and some people were upset black people were shot getting killed.¹¹⁰

The news media can also be one of our guides in seeing how the response to the video game "Ghost of Tsushima". This is proven because of the video game industry, which certainly requires publication and interaction. News from Metro.co.uk deliver respond in form of interview with Takuma Endo, The developer behind Tenuki and Kamiwaza, said that Ghost of Tsushima (the ninja-based action-adventure game) from PlayStation Studios had a big impact on

Feel about Ghost of Tsushima Being Developed by an American Studio and What Are Your Thoughts on the Articles Calling This Game Racist towards Japanese Culture? - Quora," Quora.com, 2020, <https://qr.ae/pveqcj>.

¹¹⁰ Gobi Subramaniam, "Gobi Subramaniam's Answer to For People Who Are Japanese, How Do You Feel about Ghost of Tsushima Being Developed by an American Studio and What Are Your Thoughts on the Articles Calling This Game Racist towards Japanese Culture? - Quora," Quora.com, 2020, <https://qr.ae/pvfP9x>.

developers in Japan. Probably the best part of this success was how the game is based on Japanese culture. Seeing a AAA (Triple A) title based on Asian culture is really nice to see with respect to diversity in the gaming world. But, the game had a much bigger impact, according to a game developer. Takuma Endo believes that there is a market and people are interested in that game. It really had a big impact in Japan, for the developers, showing them it's still viable. As well as giving them inspiration and courage to think, Takuma Endo said: "Well, maybe we can approach this subject matter again and start making games in this broad genre".¹¹¹

Then, this phenomenon is related to the phenomenon where Western developers are given huge budgets to make games set in Japan. Which, if the game has a Japanese cultural background, should have been made by a developer who is also from Japan. Takuma-san answer that "In terms of the setting, this is not a setting that is particularly well known, even in Japan itself. How it was chosen and why it was chosen, that is something I think particularly resonated with developers. Because it shone a light on something that not only is a Japanese setting but it's a very specific time and place in Japanese history. That's something I think really resonated with a lot of developers and was really fresh to them. Because that was something that not even Japanese people would probably pick if they were going to choose a medieval Japanese setting". He continued "By

¹¹¹ David Jenkins, "Takuma Endo Interview – Tenchu, Kamiwaza & Ghost Of Tsushima's Legacy | Metro News," Metro.co.uk, 2022, <https://metro.co.uk/2022/06/22/takuma-endo-interview-tenchu-kamiwaza-ghost-of-tsushimas-legacy-16873907/>.

the same token though, because of that game's existence and because of the influence that it had, it definitely influenced us at Acquire to think about Japan as a setting again. And being able to rework Kamiwaza we began thinking, 'Well, maybe it would be ninjas, maybe it would be samurai, maybe it would be something else' but what could we do, using our history as a setting? What kind of games could we make? It definitely got the wheels in our minds turning and was something to think about again as we go into the future and continue to develop games".¹¹² This indicates that the existence of video games like "Ghost of Tsushima" has positively influenced the development of video games, specifically in Japan.

Responses in other forms can also be found in the academic field. Indeed, in the beginning there was not much research discussing video games, especially about Ghost of Tsushima. However, this can be answered by the presence of research from Brown Jordan Michael. He describes his research through a thesis that discusses the adaptation of Japanese mythology into video games, in this case Ghost of Tsushima. Because as the public knows, Mythology is connected with a region's culture and history. They serve as both a reflection of cultural values and a framework for comprehending the world. Myths are most commonly found in modern literature, movies, and (most lately) video games. Due to their significance in human history, it is well known that myths are a significant

¹¹² Ibid.

academic topic, hence the term "mythology." Meanwhile, academia is gradually realizing the value of video game studies.¹¹³

In his final analysis, Mr. Jordan noted that this research was intriguing because it revealed how history becomes myth. A recurring tendency became clear as the research needed to finish this thesis was being done. History is frequently idealized to the point where it resembles mythologized history. The mythologized image of the samurai in the context of this study provides evidence of this. Myths are imaginative in nature and can be inspiring while history can be tedious and brutal. Since myths are more appealing, they frequently supplant and obliterate what was genuine. Video games take advantage of this by using myths that are inherently seen as exciting and engaging.¹¹⁴

Besides being able to present myths or history in video games, there are other benefits besides personal value. Like video games can increase manual dexterity. Controller based games can be great for the hands. In a study involving a group of surgeons, researchers found that those who played video games performed advanced procedures faster and made 37 percent fewer mistakes than those who didn't. Special video games have also been used as physical therapy to help stroke victims regain control of their hands and wrists.¹¹⁵ Another

¹¹³ Jordan Michael Brown, "Adaptation of Japanese Myth in Video Games: The Case of Ghost of Tsushima," *Ritsumeikan Research Repository*, no. 5 (2021): 1–78, https://ritsume.repo.nii.ac.jp/?action=repository_action_common_download&item_id=15249&item_no=1&attribute_id=20&file_no=1.

¹¹⁴ Ibid, 70.

¹¹⁵ GEICO, "9 Benefits & Positive Effects Of Video Games | GEICO Living," geico.com, accessed December 9, 2022, <https://www.geico.com/living/home/technology/9-reasons-to-give-video-games-a-try/>.

consideration is the positive effects of video games on mental health. According to studies, some video games can improve heart rhythm and mood, which suggests that they may also assist people reduce stress. Numerous research have shown a connection (not a causal relationship) between video games and stress, which is why video games have been utilized in treatment for more than ten years.¹¹⁶ Last but not least, Video games can be a fun learning tool. Video games are available for almost anything. Early on, game designers recognized the potential of video games to enhance math and reading abilities. There are games available today that cover a variety of subjects that you would not have learned about in school, including world history, cooking, politics, chemistry, and architecture.¹¹⁷ This is in accordance with what Sucker Punch Production has done in their video game, "Ghost of Tsushima". Where players can learn culture as well as history about Japan and the Mongolian invasion.

Through the "Ghost of Tsushima" video game, Sucker Punch Production has carried out a form of action from public diplomacy. This is in line with what has been conveyed by Bruce Gregory, that State or Non-state actors can conduct public diplomacy in the form of "Action".¹¹⁸ Following this action, lots of online news sources covered the phenomena that Sucker Punch Production created a video game that is adored by people all over the world by introducing Japanese culture and history.

¹¹⁶ Christian M Jones et al., "Gaming Well: Links between Videogames and Flourishing Mental Health," *Frontiers in Psychology* 5 (March 31, 2014), <https://doi.org/10.3389/fpsyg.2014.00260>.

¹¹⁷ GEICO, "9 Benefits & Positive Effects Of Video Games | GEICO Living."

¹¹⁸ Gregory, "Public Diplomacy: Sunrise of an Academic Field."

B. Impact of Sucker Punch Production For Tsushima Island

Seeing the many responses given to the video game “Ghost of Tsushima”, provides many opportunities and possibilities. By its definition, opportunity are a time when a particular situation makes it possible to do or achieve something¹¹⁹. Another define opportunities as the entire number of chances for a problem is what is meant by an opportunity. An opportunity, as defined above, is a place where a flaw could exist in a procedure, service, good, or other system.¹²⁰ While possibilities are something might happen if someone do it by themselves.¹²¹ Here in “Ghost of Tsushima”, researchers believe that this video game has got both of these things. Where opportunities and possibilities can bring positive value from “Ghost of Tsushima” to Tsushima Island.

After seeing the many responses above to this video game, “Ghost of Tsushima” can actually make a contribution to Japan, especially in tourism locations. Internationally, Japan is very famous for its culture and many attractive tourist destinations. Many first-time visitors to Japan are commonly surprised to find that this very small Asian country, which is one of the world's most advanced industrialized nations, also boasts a rich and interesting history that grows back

¹¹⁹ Oxford Learner’s Dictionaries, “Opportunity Noun - Definition, Pictures, Pronunciation and Usage Notes | Oxford Advanced American Dictionary at OxfordLearnersDictionaries.Com,” [oxfordlearnersdictionaries.com](https://www.oxfordlearnersdictionaries.com/definition/american_english/opportunity), accessed November 17, 2022, https://www.oxfordlearnersdictionaries.com/definition/american_english/opportunity.

¹²⁰ ISIXSIGMA, “Opportunity Definition,” [isixsigma.com](https://www.isixsigma.com/dictionary/opportunity/), accessed November 17, 2022, <https://www.isixsigma.com/dictionary/opportunity/>.

¹²¹ Melanie Boylan, “STOMP Blog | What Is the Difference Between Possibility and Opportunity?,” STOMP.ie / STOMP Social Media Training, accessed November 17, 2022, <https://www.stomp.ie/post/what-is-the-difference-between-possibility-and-opportunity>.

thousands of years.¹²² And one of these tourist destinations is Tsushima Island. What make this island so fascinating ?

From geographically, it's closer to South Korea than it is to Japan's main islands. The island of Tsushima, which is part of Nagasaki Prefecture, serves as the northern limit of the Kyushu area. The northernmost point of the island is barely 49.5 kilometers distant from South Korea. Contrarily, it takes 138 kilometers to go across the Genkai Sea to reach Fukuoka City, the closest city on Kyushu's largest island. Visitors may view the outline of Busan from observation decks and mountaintops located across the island, weather permitting. Traveling here via boat from Hakata Port or by plane from either Nagasaki or Fukuoka is the best option for tourists due to the area's remoteness.¹²³ And as an important point, Tsushima Island was also part of a historic event, namely the Mongolian invasion and became the backdrop for the video game "Ghost of Tsushima". Which presents the same tourist destinations in the game as those in the real world.

Such as "Komoda Beach". A huge Mongolian Army invaded this area in 1274 AD. Sukekuni Sou led a troop of about 80 horsemen on the Tsushima side, but they were utterly destroyed without showing any courage. Nowadays, there is a shrine honoring those leaders and soldiers. Every year on the first Saturday in November, celebrations are performed with Shinto rituals, including dances, warrior processions, and a ritual called "Meigen no Gi" that involves "shooting" a

¹²² Meagan Drillinger, "21 Top-Rated Tourist Attractions in Japan | PlanetWare," Planetware, 2022, <https://www.planetware.com/tourist-attractions/japan-jpn.htm>.

¹²³ Lisa Wallin, "9 Things to Know About Tsushima | Tokyo Weekender," tokyoweekender.com, 2022, <https://www.tokyoweekender.com/2022/06/9-things-to-know-about-tsushima/>.

bow without an arrow toward the sea. Here is where honor was buried.¹²⁴ And then there is “Watatsumi Shrine”. Watatsumi Shrine is located in Tsushima's Toyotama region. This location is a shrine dedicated to the gods of the married pair "Hikohohodemi no Mikoto" and "Toyotamahime no Mikoto." Two of the five are submerged in water, so the way they look might vary depending on the tide.¹²⁵ And down below was the Impact of Sucker Punch Production for Tsushima Island.

1. Reparation of Watatsumi Shrine

On September 2020, this location was crushed by typhoon. A priest at Tsushima's Watatsumi Shrine named Yuichi Hirayama started a fundraising campaign in November to support the reconstruction of a Torii gate that had collapsed due to a storm. Then the project to rebuild a Torii gate is scheduled to begin on November 27, 2020. The crowdfunding campaign for the restoration of the Torii gate at the Watatsumi Shrine in Tsushima, Japan, concluded on January 10, 2021. More than five times the amount of money needed was raised from backers in 2014, bringing the total to 27,103,882 yen (almost \$260,435) This was more than the intended aim. Players of the video game “Ghost of Tsushima” on the PlayStation 4 were responsible for the majority of the contributions.¹²⁶ Facts about the majority of donors coming from “Ghost of Tsushima” players can be

¹²⁴ GORT-Tsushima, “Komoda Beach (Komodahama Shrine) | GORT Real Tsushima,” gort-tsushima, 2021, <https://www.gort-tsushima.com/komoda-beach>.

¹²⁵ GORT-Tsushima, “Watazumi Jinja (Shrine) | GORT Real Tsushima,” gort-tsushima, 2021, <https://www.gort-tsushima.com/wadazumi-jinja>.

¹²⁶ Kite Stenbuck, “Tsushima’s Watatsumi Shrine Crowdfunding Ended at Over 500%,” accessed October 15, 2022, <https://www.siliconera.com/tsushimas-watatsumi-shrine-crowdfunding-ended-at-over-500/>.

seen through one of the Japanese news websites, Famitsu.com. The reason why the enthusiasm for participating in such support projects increased through game works is that there were many players who were attracted to Tsushima depicted in “Ghost of Tsushima”. There were many players drawn to the Tsushima described in “Ghost of Tsushima”, which is why participation in such support efforts increased through game works. With a target completion date of around August 2021, Watatsumi Shrine has said that it would finish the overall budget for the repair of the Otorii by about March 2021 with 20 million Yen¹²⁷ or \$ 142,585.13 (Yen to USD currency in 2022). Back to Hariyama, He wrote on the crowdfunding page that they have received a great deal of support from the players of the Ghost of Tsushima game set in Tsushima, and he felt that it is God’s guidance.¹²⁸

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¹²⁷ “Tsushima / Watatsumi Shrine, Where Many “Ghost of Tsushima” Fans Participated, the Large Torii Reconstruction Club Fan Ended. The Total Amount of Support Is 27.1 Million Yen (542% of the Target Amount)!,” famitsu.com, 2021, https://www.famitsu-com.translate.goog/news/202101/11212674.html?_x_tr_sl=auto&_x_tr_tl=en&_x_tr_hl=id.

¹²⁸ Andy Robinson, “Ghost of Tsushima Fans Have Helped Raise \$260k for Repairs on the Real Island | VGC,” VGC / videogameschronicle.com, 2021, <https://www.videogameschronicle.com/news/ghost-of-tsushima-fans-have-helped-raise-260k-for-repairs-on-the-real-island/>.



Picture 15 The Tsushima Shrine Gate Crumbles in Typhoon

Source : <https://allabout-japan.com/en/article/9522/>



Picture 16, The Watatsumi Shrine which crushed by typhoon on September 2020

Source : <https://www.eurogamer.net/ghost-of-tsushima-fans-crowdfund-repairs-to-typhoon-hit-island>



Picture 17, The Watatsumi Shrine in 2022, from “JOURNEY TO TSUSHIMA ISLAND [Re-edit, Re-upload]”,

Source: https://www.youtube.com/watch?v=Fi_UvEhQjSw

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2. Tourism Promotion for Tsushima Island

If earlier was a contribution to help repair the Watatsumi temple on Tsushima Island, Video Game “Ghost of Tsushima” is believed to have also contributed to promoting the tourist sites of Tsushima Island. This can be seen from how the Japanese government, especially from Nagasaki prefecture and Tsushima Island. The websites "Discover Nagasaki" as The Official Visitors Guide¹²⁹, “対馬観光物産協会 (Tsushima kankō bussan kyōkai) / Tsushima Local Promotion Association”¹³⁰ and “長崎県 (Nagasaki ken) / Nagasaki Prefecture”¹³¹ are just three examples of those that aim to introduce or promote Nagasaki prefecture and Tsushima Island.

On the "Discover Nagasaki" website, visitors are provided with a variety of information that refers more to tourist destinations in Nagasaki prefecture. The prefecture is made up of both the mainland and hundreds of islands that dot its coastline. Nagasaki is well recognized for its breathtaking sunset views over the azure ocean, its slow-paste island paradise, and its pride in having the biggest variety of fresh seafood in all of Japan. Nagasaki located on the west coast and is flanked by ocean and mountains. Nagasaki Prefecture has historically played a significant role in Japan's international relations. Japan began its 214-year period

¹²⁹ Discover Nagasaki, “DISCOVER NAGASAKI/The Official Visitors’ Guide,” discover-nagasaki.com, accessed November 19, 2022, <https://www.discover-nagasaki.com/en>.

¹³⁰ Tsushima Tourist Association, “Island Tsushima Tourist Association That Genuine Article Breathes,” tsushima-net.org, accessed November 20, 2022, <https://www.tsushima-net.org.e.ij.hp.transer.com/>.

¹³¹ Nagasaki prefectural office, “長崎県庁ホームページ | Nagasaki Prefectural Government,” pref.nagasaki.jp, accessed November 19, 2022, https://www-pref-nagasaki-jp.translate.google/?_x_tr_sl=ja&_x_tr_tl=en&_x_tr_hl=id.

of national isolation between 1639 and 1853 during the Edo period, when its borders were closed. At that time, only Nagasaki's port was open to foreign trade. As a result, Nagasaki served as a major conduit for the exchange of food, culture, and knowledge between Asia and Europe and Japan, considerably advancing Japan's modernisation. There are still numerous remnants of those influences in the prefecture today, including in the cuisine, architecture, festivals, and culture. Iki and Tsushima Island, both of which are in Nagasaki Prefecture, are also mentioned as the earliest Japanese kingdoms that had contact with China in the Chinese historical text known as "The Sanguozhi" (also known as the "Records of the Three Kingdoms").¹³² This website also created by Nagasaki Prefecture Convention and Tourism Association (here in after referred to NPTA) assures to handle the use and management of information collected on this site appropriately.¹³³

To be more specific, there is a website that provides more detailed information about the island of Tsushima. There are "対馬観光物産協会 (Tsushima kankō bussan kyōkai) / Tsushima Local Promotion Association, a website that tourists can visit. There are guidelines and explanations for the profiles, history, and events related to the island of Tsushima on this page. This island area measures around 708 square kilometers and runs 82 kilometers from north to south and 18 kilometers from east to west (including attached islands). It

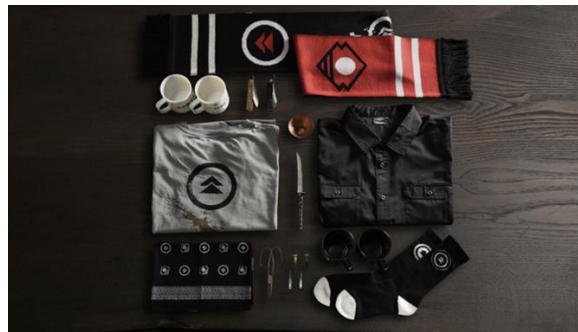
¹³² Discover Nagasaki, "Discover Nagasaki | Featured Topics | DISCOVER NAGASAKI/The Official Visitors' Guide," [discover-nagasaki.com](https://www.discover-nagasaki.com/en/featured-topics/aboutnagasaki), accessed November 19, 2022, <https://www.discover-nagasaki.com/en/featured-topics/aboutnagasaki>.

¹³³ Discover Nagasaki, "About Us | DISCOVER NAGASAKI/The Official Visitors' Guide," [discover-nagasaki.com](https://www.discover-nagasaki.com/en/site), accessed November 21, 2022, <https://www.discover-nagasaki.com/en/site>.

is the largest island after Sado Island and Amami Oshima, with the exception of Okinawa and the Northern Territories. In 2004, six former towns on the island were combined to form "Tsushima City," which is now the largest city in Nagasaki in terms of area. Tsushima Island is located in the Tsushima Channel between Kyushu and Korea.¹³⁴ This are summary about Tsushima Island. Beside that, there's also information that publish related to "Ghost of Tsushima". For example, Tsushima Tourist Association informing that they are selling the souvenir of "Ghost of Tsushima". They will start sale of formal license goods in Sightseeing information center "Fureaidokoro Tsushima souvenir room" which Tsushima Tourist Association runs special booth in Tsushima which is the stage of open world historical drama action-adventure game "Ghost of Tsushima" for PlayStation 4 and PlayStation 5 on April 29 2022. It was fixed that intention of this association are wanted to plan improvement in satisfaction of tourist who came to MSY (Masaya Akiyama, the head office: Suginami-ku, Tokyo, representative director) and pilgrimage to the Holy Land of "Ghost of Tsushima" that wanted to heap up Tsushimashi (name of area) which was the stage of work by power of game started agreement, the handling of product. It becomes naive we establish all "Ghost of Tsushima" of "GRAPHT GAMING LIFE" formula license goods items permanently at store, and to sell.¹³⁵

¹³⁴ Tsushima Tourist Association, "First Tsushima | Island Tsushima Tourist Association That Genuine Article Breathes," [tsushima-net.org](https://www.tsushima-net.org/e.ij.hp.transer.com/guide/), accessed November 20, 2022, <https://www.tsushima-net.org/e.ij.hp.transer.com/guide/>.

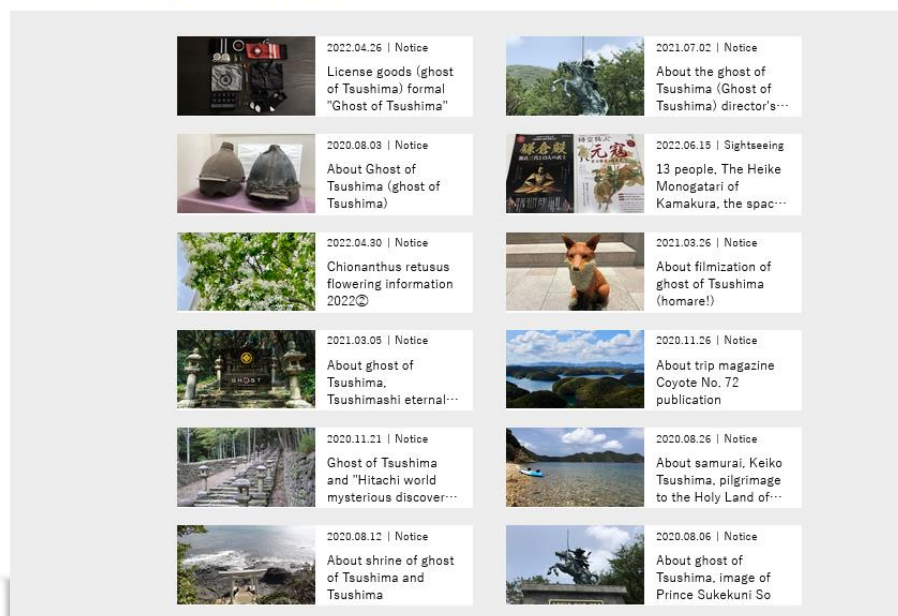
¹³⁵ Tsushima Tourist Association, "'Ghost of Tsushima' Official Licensed Goods | An Island Where the Real Thing Lives Tsushima Tourism and Local Products Association," [tsushima-](https://www.tsushima-net.org/e.ij.hp.transer.com/guide/)



Picture 18, The Souvenirs of “Ghost of Tsushima” that selling on April 2022

Source : <https://www.tsushima-net.org/news/ghost-of-tsushima-goods>

Search results of Ghost of Tsushima



Picture 19, Website “Tsushima Local Promotion Association” also shows news that related with “Ghost of Tsushima”.

Source : <https://www.tsushima-net.org>

From selling souvenirs, on the other hand, the Nagasaki prefectural government is also doing the same thing in introducing its tourist sites. The website called "長崎県 (Nagasaki Ken) / Nagasaki Prefecture" also provides

net.org, accessed September 10, 2022, <https://www.tsushima-net.org/news/ghost-of-tsushima-goods/>.

various information related to this prefecture. Here are six pieces of information related to the promotion of Tsushima Island and the video game "Ghost of Tsushima". Among them are pamphlets that can be accessed and downloaded by website visitors. The pamphlet can be searched in the "Search" column on the front of the website¹³⁶. The aim of this website is to provide users with more familiar information and services such as electronic applications, thereby improving administrative services and making visitors feel closer to the prefectural government.¹³⁷



Picture 20, A Pamphlet shows tourist locations on Tsushima Island that also in “Ghost of Tsushima” in 2021

Source : www.pref.nagasaki.jp

¹³⁶ Nagasaki Prefectural Office, “Nagasaki Prefectural || Site Search Results ‘Ghost of Tsushima,’” www.pref.nagasaki.jp, accessed October 20, 2022, <https://www.pref.nagasaki.jp/search.html?q=ghost+of+tsushima&cx=009084070053545964424%3Akesuf4zlh5y&ie=utf-8&hl=ja>.

¹³⁷ Nagasaki Prefectural Office, “About This Site | Nagasaki Prefecture,” www.pref.nagasaki.jp, accessed November 21, 2022, https://www.pref-nagasaki-jp.translate.goog/site_info/index.html?_x_tr_sl=auto&_x_tr_tl=en&_x_tr_hl=id.

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●**対馬観光物産PR展 in 大阪**

長崎県対馬観光物産協会が下記日程にて観光物産PR展を開催します。あなご、一夜干し（イカ、魚）、椎茸、蜂蜜、地酒など対馬の海・山の幸を販売します。また、Ghost of Tsushimaグッズを限定販売します。

名称：対馬観光物産PR展 in 大阪
 日時：10月14日（金）～16日（日）
 10：00～19：00
 （最終日は10：00～17：00）
 場所：せんちゅうバル 南広場
 （豊中市新千里東町1丁目3-149）
 内容：あなご、椎茸、蜂蜜、地酒など対馬特産物の販売及び対馬観光PR

●**五島産品パラモンフェア**

連続テレビ小説『舞いあがれ！』の舞台五島市の物産フェアを以下のとおり開催します。皆様、是非お越しください。

名称：五島産品パラモンフェア
 日時：10月21日（金）～23日（日）
 11：00～20：00
 場所：ハーベスLINKS UMEDA店
 内容：五島市特産物の販売及び観光PR

長崎県産品応援店をご紹介します！！

イルグラッチェ ～ JR中山寺駅
 宍岐牛を使ったハンバーグとステーキが美味しいお店。地元のファミリーやママさん達に大人気です。オシャレなイタリアン、スペイン料理の明るいレストランはいつも賑わっています。
 【住所】兵庫県宝塚市中筋5丁目15-1
 【電話】0797-88-3305

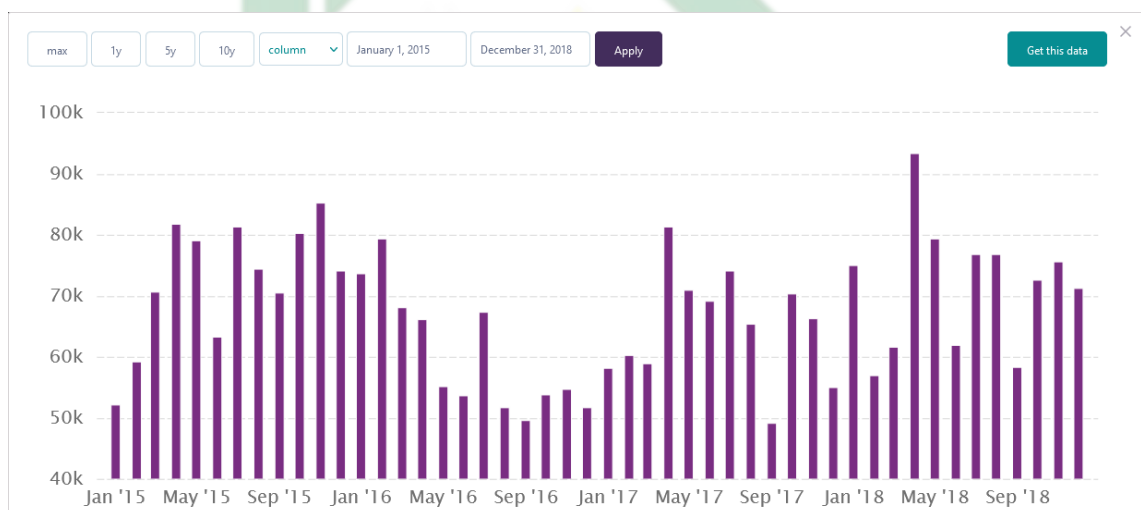
ヘブンズキッチンプラス ～ 阪急 甲東園駅
 あっあつモチモチの生パスタと長崎和牛（五島牛）を使用した極上ハンバーグがおすすめです。五島ワインも楽しめる女性に人気のイタリアンレストラン。仲間やご家族でご利用ください。
 【住所】兵庫県西宮市松籬10-9 プレ甲東園1F
 【電話】0798-54-2245

Picture 21, A Pamphlet shows that The Nagasaki Prefectural Tsushima Tourism and Products Association will hold a tourism and product exhibition that also sale “Ghost of Tsushima” goods.

Source : www.pref.nagasaki.jp

The results above can be briefly concluded, that from the video game Ghost of Tsushima, it can give birth to a perspective where video games (in this case the developer) have the opportunity and possibility to bring positive value to Tsushima Island. This can also be supported by data on the number of tourist visits coming to Japan, especially in Nagasaki Prefecture. Still on the same website, here visitors can first translate the website to make it easier to understand, commonly in English. Then there is a column that says

"Tourism/Education/Culture". And after going through several page segments, visitors can find pages that have data that can be accessed and downloaded regarding statistics on foreign tourist visits to Nagasaki Prefecture. The following statistics are taken from 2020 to 2021.¹³⁸ Where in 2020 is also the year "Ghost of Tsushima" was released. However, as a comparison, the following researchers also present a graph of foreign tourist arrivals from 2015 to 2018 by CEIC Data.¹³⁹ This was written to show the existence of "before and after" developments in tourist visits to Nagasaki prefecture.

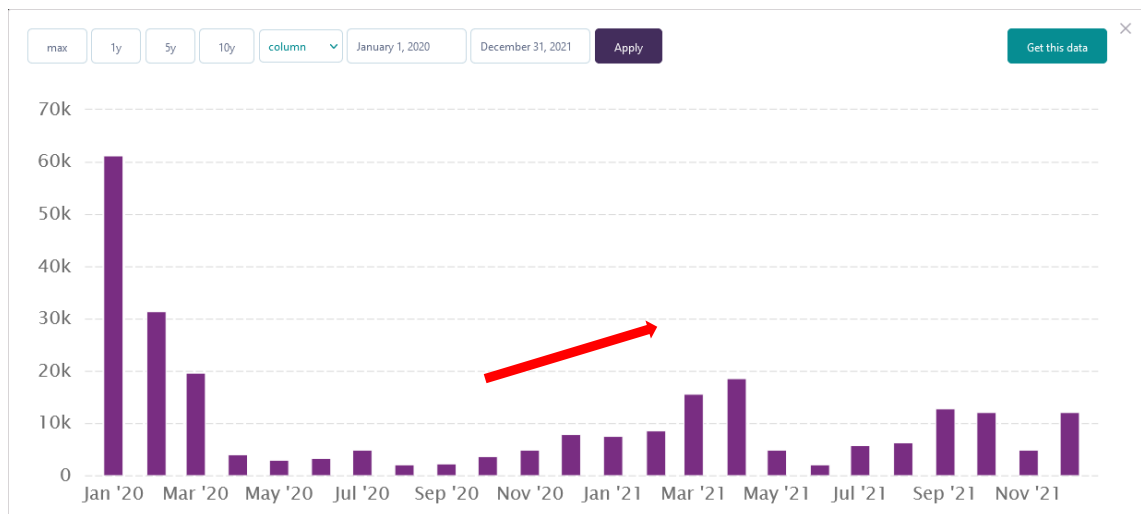


Picture 22, *Foreigners come to Nagasaki Prefecture January 2015 – December 2018*

Source : <https://www.ceicdata.com/en/japan/number-of-hotel-guests/no-of-guests-foreigners-nagasaki-prefecture>

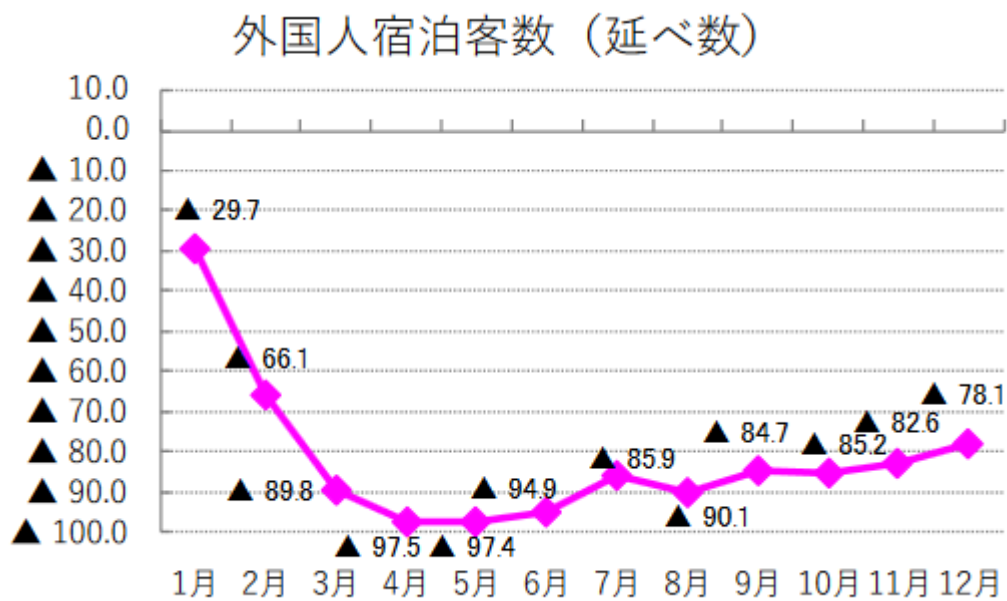
¹³⁸ Nagasaki Prefectural Office, "Nagasaki Prefectural || Tourism Statistics Data (2009-2021)," www.pref.nagasaki.jp, 2022, <https://www.pref.nagasaki.jp/bunrui/kanko-kyoiku-bunka/kanko-bussan/statistics/kankoutoukei/296549.html>.

¹³⁹ CEIC, "Japan No. of Guests: Foreigners: Nagasaki Prefecture | Economic Indicators | CEIC," [ceicdata.com](http://www.ceicdata.com), 2022, <https://www.ceicdata.com/en/japan/number-of-hotel-guests/no-of-guests-foreigners-nagasaki-prefecture>.



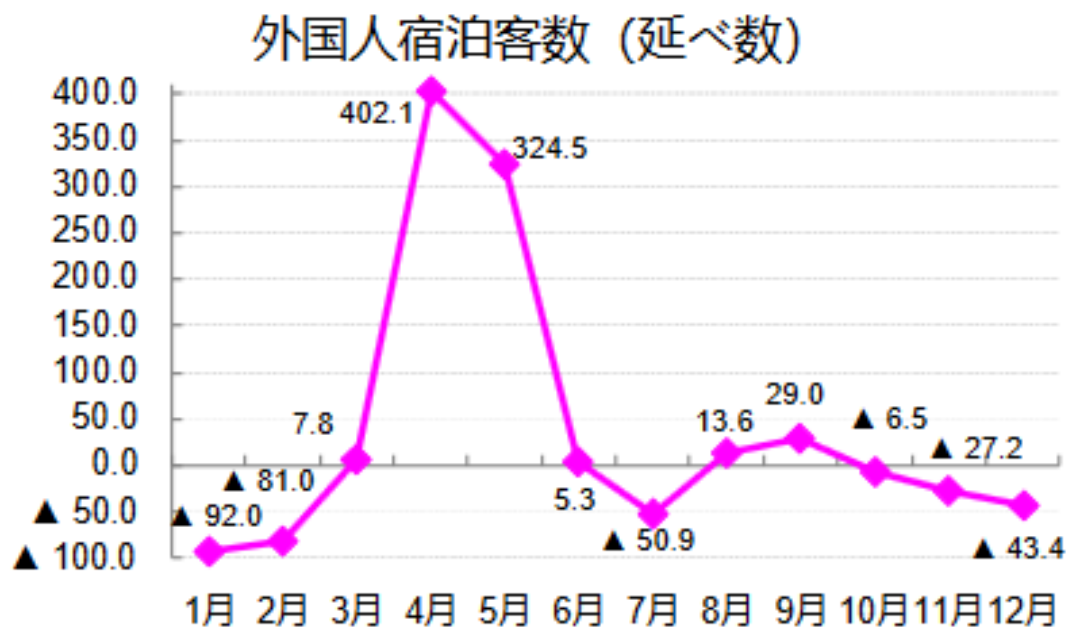
Picture 23, Data Foreigners come to Nagasaki Prefecture January 2020 – December 2021

Source : <https://www.ceicdata.com/en/japan/number-of-hotel-guests/no-of-guests-foreigners-nagasaki-prefecture>



Picture 24, Detail Trend Foreign Visitor come to Nagasaki Prefecture in 2020

Source : <https://www.pref.nagasaki.jp/bunrui/kanko-kyoiku-bunka/kanko-bussan/statistics/kankoutoukei/296549.html>



Picture 25, Detail Trend Foreign Visitor come to Nagasaki Prefecture in 2021

Source : <https://www.pref.nagasaki.jp/bunrui/kanko-kyoiku-bunka/kanko-bussan/statistics/kankoutoukei/296549.html>

Even though the graph above does not have a significant increase, we can see that there has been a development in the number of foreign tourist visits which has increased, albeit slightly. Therefore, the next session will be a supporting fact that Developer Sucker Punch Production, either directly or indirectly, has carried out Public Diplomacy which in this case has encouraged the promotion of Tsushima Island. Where there is a direct statement from the Government side on Tsushima Island and also the appointment of Sucker Punch Production (Jason Connell & Nate Fox) as an ambassador for the Tsushima Island. Based on this session, Sucker Punch Production has proven to have a certain impact on Tsushima Island Tourism. Through their work, namely creating the "Ghost of Tsushima" video game, thus making many people more familiar with the island.

Among the impacts given can be seen in the fundraising moment for one of the tourist sites affected by natural disasters. And it is known that the most donations come from Players who play or know the location through the "Ghost of Tsushima" video game. Here it can be seen that there is public diplomacy in the form of an action and it has also been reported. And from the donations obtained, it shows that there is a long-term engagement¹⁴⁰ in maintaining tourist sites on Tsushima Island, in this case Watatsumi Shrine.



¹⁴⁰ Gregory, "Public Diplomacy: Sunrise of an Academic Field."

C. Public Diplomacy from Sucker Punch Production for Promoting Tsushima Island

As stated in Chapter II on Public Diplomacy, researchers have discovered the existence of public diplomacy activities (specifically by the local promotion association of Tsushima Island), in promoting Tsushima Island before. For example, before 2020, on the website page of the Tsushima Local Promotion Association, they have provided various pamphlets, brochures, or books as a form of promotion of Tsushima Island for tourists.¹⁴¹



Picture 26 Pamphlet that showing about what tourist can do while they are in Tsushima Island

Source : <https://www.tsushima-net.org/pamphlet>

¹⁴¹ Tsushima Tourist Association, “パンフレット | 本物が息づく島 対馬観光物産協会 / Pamphlet (Brochure),” accessed January 10, 2023, <https://www.tsushima-net.org/e.ij.hp.transer.com/pamphlet/#download>.

Tsushima maruwakari guidebook



The surface

The back surface

PDF file (4MB)

PDF file (3MB)

Picture 27 Pamphlet that showing the location and also many spot that tourist can visit in Tsushima Island

Source : <https://www.tsushima-net.org/pamphlet>

Now since the release of *Ghost of Tsushima* in 2020, in supporting the facts of tourist visits, there is an official statement delivered by Naoki Hitakatsu, The Mayor of Tsushima City in a video. In the video, he said that people got to know Tsushima for the first time through that game. And for starters, he said that there are no more Mongolian troops in Tsushima. In Tsushima there are deer and wild boars, but not foxes or bears. However, the beautiful panoramas of mountains and oceans in the real world have been successfully presented by Sucker Punch Productions like in video games. He also added that the location of Tsushima itself is optimal for outdoor activities such as cycling, trekking or sea kayaking, etc. Here tourists can also enjoy a lot of seafood and culinary offerings. At the end of the video, he advised that tourists or fans of *Ghost of Tsushima* can enjoy the

true beauty of Tsushima just like in a video game.¹⁴² At this point, researcher can confirm that what Naoki-san is doing a form of Public Diplomacy. It's because he is part of the government, then he also has a message to invite tourists or anyone to be interested in visiting Tsushima Island, as well as the use of modern media to share information.¹⁴³



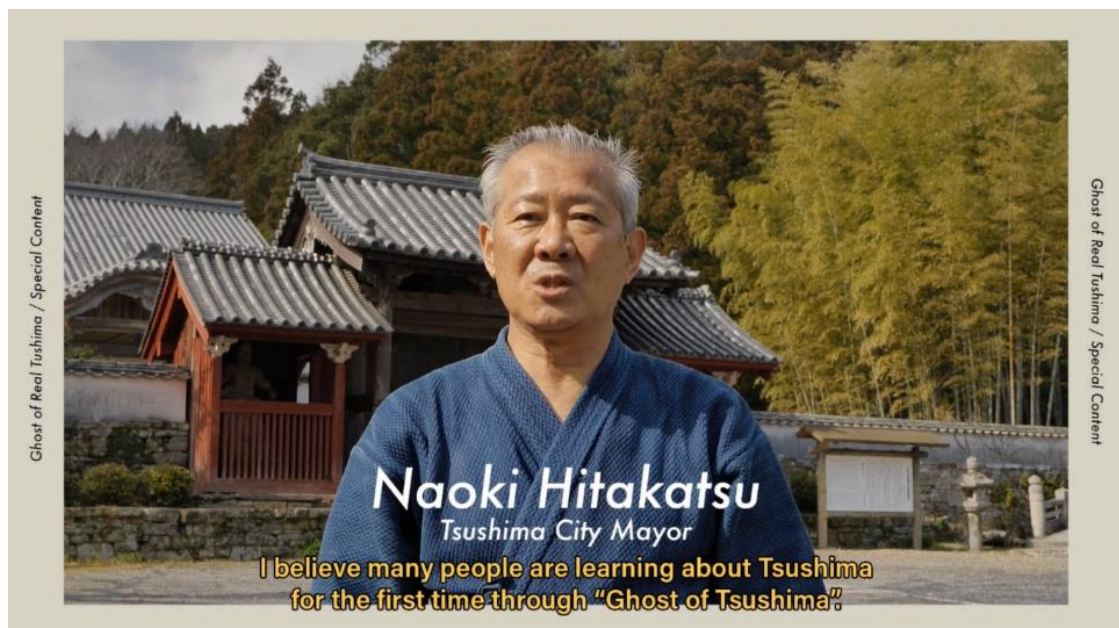
Picture 28, The “Message from Tsushima”, Video that consist of statement from Naoki Hitakatsu about “Ghost of Tsushima” and engagement to come to Tsushima Island

Source : <https://www.gort-tsushima.com/specialcontents>

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¹⁴² GORT-Tsushima, “Special Contents | GORT Real Tsushima,” gort-tsushima, 2021, <https://www.gort-tsushima.com/specialcontents>.

¹⁴³ European University Institute, “What Is Public Diplomacy?,” FutureLearn.com, accessed November 30, 2022, <https://www.futurelearn.com/info/courses/cultural-diplomacy/0/steps/46508>.



Picture 29, Naoki Hitakatsu, The Mayor of Tsushima City

Source : <https://www.gort-tsushima.com/specialcontents>

From the explanation above, it is evident that there is interaction between the Japanese government, in this case through the Mayor of the city of Tsushima, and private parties such as game developers, that is sucker punch productions. And either directly or indirectly, they were awarded as Ambassadors for Tsushima Island¹⁴⁴. This is due to their success in packaging a type of culture and history—namely video games—in a more attractive manner. Since hardly many video games are capable of presenting culture and history in a magnificent, graphically appealing way that everyone can even enjoy, Additionally, hardly many Westerners who are not native Japanese video game producers have the opportunity to serve as tourism ambassadors. This was conveyed through a special

¹⁴⁴ GORT-Tsushima, “Special Contents | GORT Real Tsushima.”

video through the website "GHOST OF REAL TSUSHIMA" which also promotes Ghost of Tsushima. There are three special videos, the first is from the mayor of Tsushima himself, the second is a video of awarding to Nate Foxx & Jason Connell as Ambassadors for Tsushima Island, and the third is a short interview with Jin Sakai's voice actor, Daisuke Tsuji.¹⁴⁵ Before stepping on the Award Presentation video as an Ambassador of tsushima island, Ghost of Tsushima has already received another award from the SXSWGaming Award for Excellence Animation, Art, & Visual in 2021.¹⁴⁶



Picture 30, The "Message from Sucker Punch Production", Video that consist of awarding to Sucker Punch Production to become Ambassador for Tsushima Island

Source : <https://www.gort-tsushima.com/specialcontents>

¹⁴⁵ Ibid.

¹⁴⁶ Sucker Punch Productions, "Sucker Punch Productions on Twitter: 'What an Honor to Win Excellence in Animation, Art, & Visual Achievement from the @SXSWGaming Awards! Thank You to Everyone Who Voted for Us, and a Huge Congratulations to All of Tonight's Winners!' / Twitter," twitter.com, 2021, <https://twitter.com/SuckerPunchProd/status/1373426286173900800>.



Picture 31, Jason Connell & Nate Fox, Creative / Art Director & Game Director in Sucker Punch Production for Ghost of Tsushima

Source : <https://www.gort-tsushima.com/specialcontents>



Picture 32, The “Ambassador Tsushima’s Appointment Letter” from Naoki Hitakatsu, Mayor of Tsushima City

Source : <https://www.gort-tsushima.com/specialcontents>

Jason stated in the 2.50 (Two and fifty) minutes video that this could be the first unboxing video while Sucker Punch Production was still standing. The box's contents were then read aloud by Jason and Nate, who were holding the box's contents, as they received it from Naoki Hitakatsu, the mayor of Tsushima. When it was opened, there was a "Appointment Letter" inside, stating that Jason and Nate of Sucker Punch Production had been named the Tsushima Island Ambassadors as a result of their success in introducing and presenting the island in the video game Ghost of Tsushima. Nate appreciates the team and the players who have supported them at the end of the video.¹⁴⁷ And at this moment, Sucker Punch Production has proven or demonstrated a form of public diplomacy through their work in creating "Ghost of Tsushima".

Next is a special video interview with the voice actor of Jin Sakai, the main character in Ghost of Tsushima, namely Daisuke Tsuji. At the beginning of the video he explains about Tsushima Island, starting from geography, nature, and history regarding the invasion of the Mongols. In the next section, Daisuke-san describes how he experienced exploring Tsushima Island. He said that Tsushima Island would look very beautiful in a video game. However, he added that the true beauty of nature in the real world cannot be beaten.

¹⁴⁷ GORT-Tsushima, "Special Contents | GORT Real Tsushima."



Picture 33, Special Interview with Daisuke Tsuji, The Voice Actor of Jin Sakai

Source : <https://www.gort-tsushima.com/specialcontents>



Picture 34, Daisuke Tsuji explaining about Tsushima Island

Source : <https://www.gort-tsushima.com/specialcontents>

In his journey on Tsushima Island for 5 (five) days, he knows the specifics of several tourist sites that are the same as in the video game "Ghost of Tsushima"

and he is very excited about it. Stepping on the end of the video, Daisuke-san said that the people there are very polite, very respectful, and love nature. He advised visitors that they must maintain a clean environment and respect the people there. In closing, he expressed his gratitude for playing the game "Ghost of Tsushima" and said "Tsushima De Aimasho" which more or less intended to invite him to visit Tsushima Island.¹⁴⁸ And just like what Naoki Hitakatsu did, Daisuke-san has done Public Diplomacy by inviting tourists to visit Tsushima Island. However, Naoki-san is a representative from the government sector. Whereas Daisuke-san represents the private sector or more specifically he is a non-state actor.¹⁴⁹



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¹⁴⁸ Ibid.

¹⁴⁹ Gregory, "Public Diplomacy: Sunrise of an Academic Field."

D. Popularity of Tsushima Island After The Release “Ghost of Tsushima” Video Game

After discussing how popular the video game "Ghost of Tsushima" is, of course there are changes that have occurred on Tsushima Island as the background of the story. According to Oxford Learner's Dictionaries, Popularity means the state of being liked, enjoyed, or supported by a large number of people.¹⁵⁰ In other hand, Popularity refers to a condition that causes it to get a lot of attention or much liked as already mentioned. Popularity comes from the word "Popular", which, according to Raymond Williams, is a legal and political term, from *popularis* (Latin = belonging to the people).¹⁵¹ Therefore, the more popular a thing is, the more people like it. Because those people feel belonging and it's part of them. Why is Popularity so important ? Actually, the answer can be “Yes” and “No”. Popularity becomes important because being likeable is about fostering a sense of community by making others feel appreciated¹⁵². Popularity becomes not important if something doesn't have any value to seek or interest to.

Popularity itself can be judged by many things. The simplest examples that we can find are on social media, like Instagram, Facebook, Twitter, etc. In this case, this session discussed how the popularity of Tsushima Island after the

¹⁵⁰ Oxford Learner's Dictionaries, “Popularity Noun - Definition, Pictures, Pronunciation and Usage Notes | Oxford Advanced American Dictionary at OxfordLearnersDictionaries.Com,” [oxfordlearnersdictionaries.com](https://www.oxfordlearnersdictionaries.com/definition/american_english/popularity), accessed January 16, 2023, https://www.oxfordlearnersdictionaries.com/definition/american_english/popularity.

¹⁵¹ Raymond Williams, “Raymond Williams’ Definition of ‘Popular’ (1976),” [tagg.org](https://tagg.org/others/popdefrwilliams.html), 1976, <https://tagg.org/others/popdefrwilliams.html>.

¹⁵² Alice Howarth, “Does Being Popular Matter? An Expert Weighs in | London Evening Standard | Evening Standard,” [standart.co.uk](https://www.standard.co.uk/lifestyle/london-life/does-being-popular-matter-an-expert-weighs-in-a3740171.html), 2018, <https://www.standard.co.uk/lifestyle/london-life/does-being-popular-matter-an-expert-weighs-in-a3740171.html>.

emergence of the video game "Ghost of Tsushima". First, in searching in Google, Researcher found that mostly there is no ranking as to how popular or interesting an island is. And what researchers find, most of them are websites that explain what can be done on Tsushima Island¹⁵³ and what beauty of nature that tourists can find there.¹⁵⁴ The two websites have represented what researchers have been looking for about how popular Tsushima Island is.

Second, Instagram became the intended social media. Here people can clearly see the number of posts related to Tsushima Island. Researchers found there were 2 hashtags (#) that were interrelated. Among them are #tsushima and #tsushimaisland. #tsushima got 103,444 posts with the latest posts on 15 – 16 January 2023¹⁵⁵ and #tsushimaisland got 5,630 posts with the most recent posts on 15 January 2023.¹⁵⁶ Indeed, there is no significant evidence that all of these posts are present because tourists are familiar with the video game "Ghost of Tsushima". However, from the post above, it has shown that Tsushima Island has proven to be visited by tourists and remains famous today. This also shows indirectly, that Sucker Punch Production has supported existing tourism on Tsushima Island. This can be proven in the second Instagram hashtag, there is a

¹⁵³ Skyticket-jp, "17 Sightseeing Spots in Nagasaki Prefecture Tsushima! An Island That Can Be Seen as Far as Korea – Skyticket Travel Guide," skyticket-jp, 2022, https://skyticket-jp.translate.google/guide/52723?_x_tr_sl=ja&_x_tr_tl=id&_x_tr_hl=id&_x_tr_pto=sc.

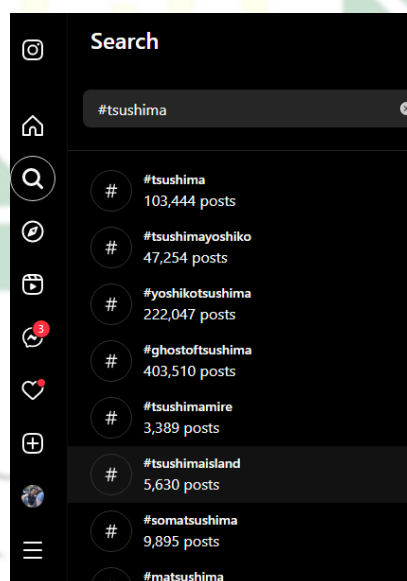
¹⁵⁴ Nagasaki-Tabinet, "Both Gourmet and Cultural Routes Are Unique. Approaching the Charm of 'Border Island' Tsushima! | First Island Trip | 【Official】 Let's Travel to Nagasaki - Click Here for Sightseeing and Travel Information on the Islands of Nagasaki!," nagasaki-tabinet.com, accessed January 16, 2023, <https://www.nagasaki-tabinet.com/islands/about/tsushima>.

¹⁵⁵ "#tsushima Hashtag on Instagram • Photos and Videos," Instagram, accessed January 16, 2023, <https://www.instagram.com/explore/tags/tsushima/>.

¹⁵⁶ "#tsushimaisland Hashtag on Instagram • Photos and Videos," Instagram, accessed January 16, 2023, <https://www.instagram.com/explore/tags/tsushimaisland/>.

video game "Ghost of Tsushima" in it. So people might know more about Tsushima Island.

From the popularity mentioned above, it shows public diplomacy that has succeeded in reaching the public. This can be seen from the number of posts or hashtags that include the names Tsushima and Tsushima Island. Through social media, in this case Instagram, this phenomenon has succeeded in showing news as well as engagement to enliven Tsushima Island tourism. Because, Instagram is still updating posts about the two hashtags above that show a long-term engagement.¹⁵⁷



Picture 35, #tsushima and #tsushimaisland in Instagram

Source : <https://www.Instagram.com/explore/tags>

¹⁵⁷ Gregory, "Public Diplomacy: Sunrise of an Academic Field."

CHAPTER V

CONCLUSION

A. Conclusion

The role of Video Game Developer "Ghost of Tsushima", from Sucker Punch Production, is implemented indirectly. Because, actually the video game industry exists to create and develop games as a form of entertainment made for the public. And based on the definition of Public Diplomacy by Bruce Gregory, the role in promoting tourism, which has so far been carried out by a government, can be carried out by non-state actors (in this case the private sector, the video game industry) and also has been proven by the existence of real actions, news, long-term involvement related to the promotion of tourism in Tsushima Island. As experienced Sucker Punch Production who was appointed Ambassador of Tsushima Island thanks to the "Ghost Of Tsushima" video game. However, point "medium-range campaigns on high-value policies" has not been reached yet. This is due to the absence of a changed policy after the existence of "Ghost of Tsushima" video game.

In fact, in the current search, not many or maybe there wasn't any video game developers have the opportunity to be appointed by a country's government to become ambassadors for their tourism locations. And thanks to the presence of "Ghost of Tsushima" the international community can get to know more about Japan's history related to Tsushima Island through fun packaging such as video games. This successfully happened because State & Non-state actors supported video game as media for sharing information and entertainment as well.

B. Suggestion

As researchers who observe and study technology and culture, researchers gain a lot of new knowledge or new perspectives, one of which is the lack of the role of non-state actors in introducing and promoting the culture of a country in today's rapid technological advances. In addition, the lack of insight into information that the public can even get from anywhere, makes them quickly judge a phenomenon or thing negatively. And it is not necessarily true.

Suggestions from researchers, as for state actors to be more open to various media that are present in technological developments and are not fixated on the existing mainstream media. So that domestic and foreign people can get to know the country better. secondly for non-state actors to be more able to convince anyone that what you have done can also support various things, in this case video game developers and also the culture of a country. Because in the future, it is possible that the work of non-state actors can be used as a form of campaign for the introduction of a culture, tourist sites, or information media packaged in attractive packaging such as video games.

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