

ABSTRACT

DANI AWALUDIN. 2023. *Strategy Propaganda of Asia Raya Newspaper During Japanese Occupation 1942-1945*. Departement of History Education, Faculty of Teacher Training and Education. Siliwangi University.

This Research aims to analyze the strategy that used by Japanese military government on mass media Asia Raya during Japanese occupation that occurred from 1942-1945. The background of this research is to imaging how's Asia Raya Newspaper life during Japanese occupation, who succeed give active participation of urban population on major Japanese policy. General issue in this research, is based on background Japanese occupation in Indonesia, then about pers and propaganda policy during Japanese occupation. And last about strategy or technique propaganda who used by Japanese military administration. The research method used by the authors in this study is a historical research method based on Kuntowijoyo's opinion which caonsist of: Topic selection, Source, Verification, Interperatation, and Writing Historiography. Based on this research, The background of Japanese occupation in Indonesia, are connected to japan needs for resources to support war in Greater East Asia. In the process, resources need were the result of Japan's view on Southeast region, followed by migration activities by the Japanese population to the Dutch East Indies. Then Propaganda in Japanese perspective is closely related to Japan, apart from that the basis of Japanese propaganda is always related to estabilising Japan's image as a modern country, only to add expansionist interest afterwards. During Japanese military occupation, Asia Raya is became the first Indonesian language newspaper, with its distribution centered in Jakarta. And last the propaganda strategy's or Propaganda techniques used by Japanese military government always take to account the basic propaganda theme who created by Sendenbu Departement. With an outline an the propaganda theme consisting of, explaining the objective of Japanese occupation, as well as mass mobilization effort in the form of total participation from every levels of society, and finally the use of entertainment facillities as a propaganda medium. Japan's defeat is the end of propaganda program in Indonesia, therewith the announcement of Indonesian Independence on August 17th 1945.

Keywords: *Propaganda, Japanese occupation, Mass Media, Asia Raya*