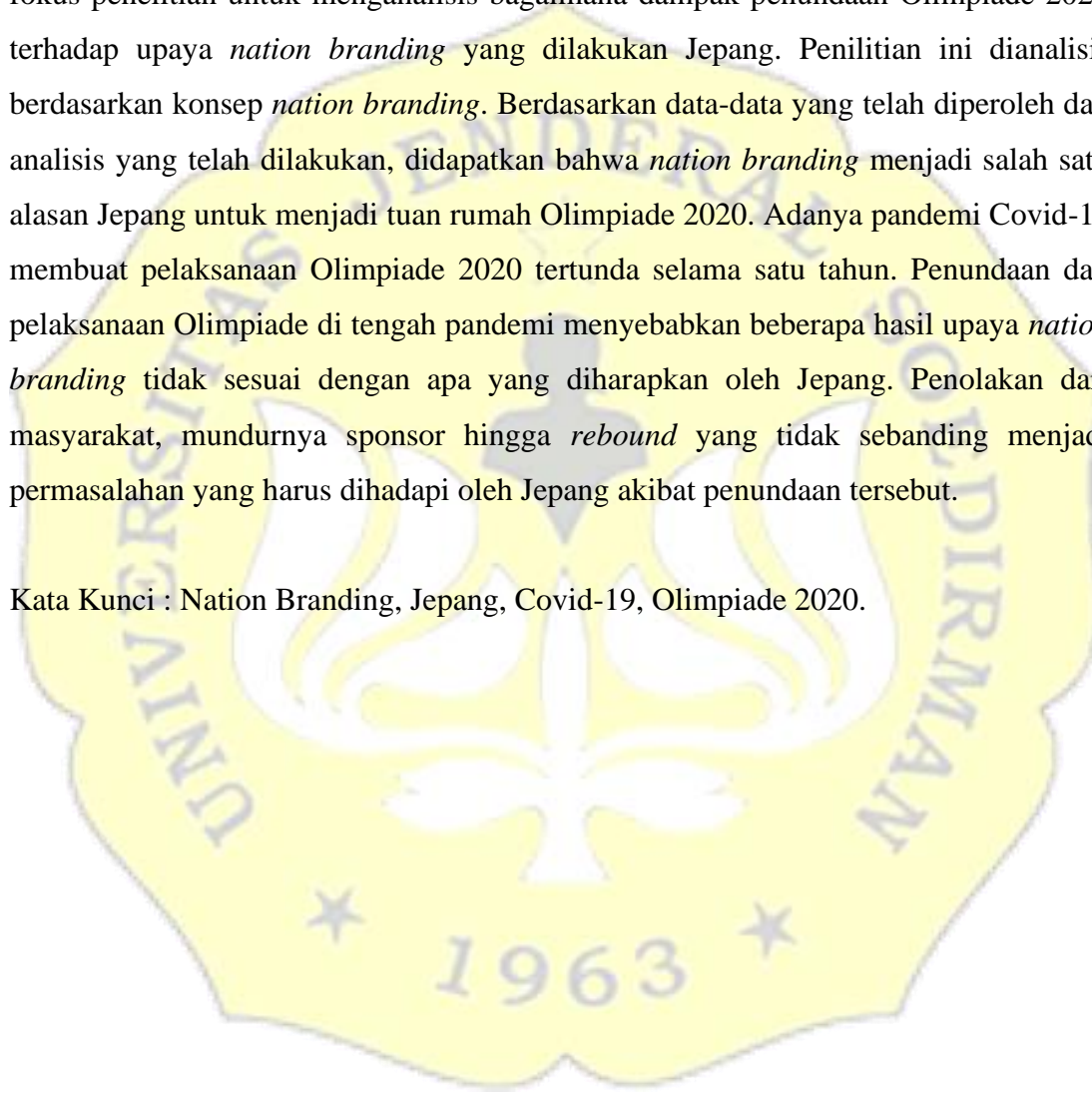


RINGKASAN

Penelitian yang berjudul “Dampak Penundaan Olimpiade Tokyo 2020 Akibat Pandemi Covid-19 Terhadap Jepang melalui Perspektif *Nation Branding*” ini memiliki fokus penelitian untuk menganalisis bagaimana dampak penundaan Olimpiade 2020 terhadap upaya *nation branding* yang dilakukan Jepang. Penelitian ini dianalisis berdasarkan konsep *nation branding*. Berdasarkan data-data yang telah diperoleh dan analisis yang telah dilakukan, didapatkan bahwa *nation branding* menjadi salah satu alasan Jepang untuk menjadi tuan rumah Olimpiade 2020. Adanya pandemi Covid-19 membuat pelaksanaan Olimpiade 2020 tertunda selama satu tahun. Penundaan dan pelaksanaan Olimpiade di tengah pandemi menyebabkan beberapa hasil upaya *nation branding* tidak sesuai dengan apa yang diharapkan oleh Jepang. Penolakan dari masyarakat, mundurnya sponsor hingga *rebound* yang tidak sebanding menjadi permasalahan yang harus dihadapi oleh Jepang akibat penundaan tersebut.

Kata Kunci : Nation Branding, Jepang, Covid-19, Olimpiade 2020.



SUMMARY

The research entitled "The Impact of Postponing the 2020 Tokyo Olympics Due to the Covid-19 Pandemic on Japan through the Nation Branding Perspective" has a research focus to analyze how the impact of the postponement of the 2020 Olympics on Japan's nation branding efforts. This research is analyzed based on the concept of nation branding. Based on the data that has been obtained and the analysis that has been carried out, it is found that nation branding is one of the reasons for Japan to host the 2020 Olympics. The Covid-19 pandemic has delayed the implementation of the 2020 Olympics for one year. The postponement and implementation of the Olympics in the midst of the pandemic caused some of the results of nation branding efforts to not be in line with what was expected by Japan. Rejection from the public, the withdrawal of sponsors and a disproportionate rebound are problems that must be faced by Japan due to the postponement.

Keywords: Nation Branding, Japan, Covid-19, 2020 Olympics.