

JENESYS2025 Indonesia-Japan Political, Economic, and Cultural Exchange for Young Media Professionals

JENESYS2025 Malaysia-Japan Political, Economic, and Cultural Exchange for Young Media Professionals

JENESYS2025 Thailand-Japan Political, Economic, and Cultural Exchange for Young Media Professionals (Invitation Programs) Report

1. Program Overview

【Objectives and Overview】

Media professionals from Indonesia, Malaysia, and Thailand visited Japan from December 2 to 9 to deepen their interest in Japan and build future networks of friendship and cooperation by attending lectures on Japanese media, politics, economics, culture, and foreign policy; touring related facilities; interacting with Japanese experts and officials; and experiencing Japanese culture firsthand. The group visited Tokyo and Hokkaido, taking part in a variety of programs that helped them learn more about Japan and strengthen mutual understanding and friendly relations.

【Participants】 Total: 16 participants (7 young media professionals from Indonesia; 4 young media professionals from Malaysia; and 5 young media professionals from Thailand)

【Locations】 Tokyo 16, Hokkaido 16

【Schedule】

■ Online Pre-study Program :

Nov. 25 (Tue) **【Pre-departure Orientation】**

Set Period Prior to Arrival **【Task-based Learning (VOD)】** “Overview/Mission”, “Virtual Home Visit”, “Message from Minamisanriku”, “Allure Aichi -Industry / Cutting-edge technology –”, “Study Japanese Culture in Kyoto”, “Learning Japanese”

■ Invitation Program :

Dec. 2 (Tue) Arrival at Narita International Airport and Haneda Airport

【Post-arrival Orientation】

【Theme Related Observation】 Nippon Television Network Corporation

Dec. 3 (Wed) **【Theme Related Lecture】** “Media in the Age of AI”

Lecturer: Mr. KURASAWA Haruo, Science Journalist

Travel from Tokyo to Hokkaido

Dec. 4 (Thu) **【Courtesy Call】** Hokkaido Prefectural Office

【Theme Related Observation】 Hokkaido Shimbun Press

Dec. 5 (Fri) **【Theme Related Observation】** NHK Sapporo Broadcasting Station

【School Exchange】 Exchange with Fuji Women's University students

【Meeting with the Host Families (Including tea ceremony)】 City of Sapporo

Dec. 6 (Sat)	【Homestay】
Dec. 7 (Sun)	【Farewell Party with the Host Families】 Travel from Hokkaido to Tokyo
Dec. 8 (Mon)	【Workshop】 Preparations for the Reporting Session (summarizing program findings, confirming social media posts, preparation of action plans) 【Reporting Session】 Presentations of Program Findings and Action Plans
Dec. 9 (Tue)	Departure from Narita International Airport and Haneda Airport

2. Program Photos

Online Pre-study Program

	
November 25 【Pre-departure Orientation】	November 25 【Pre-departure Orientation】 Group photo

Invitation Program

	
December 2 【Theme Related Observation】 Nippon Television Network Corporation – Q&A session	December 2 【Theme Related Observation】 Nippon Television Network Corporation – Group photo
	
December 3 【Theme Related Lecture】 “Media in the Age of AI”	December 3 【Theme Related Lecture】 “Media in the Age of AI” Group photo



December 4 【Courtesy Call】
Hokkaido Prefectural Office



December 4 【Courtesy Call】 Group photo



December 4 【Theme Related Observation】
Hokkaido Shimbun Press (1)



December 4 【Theme Related Observation】
Hokkaido Shimbun Press (2)



December 5 【Theme Related Observation】
NHK Sapporo Broadcasting Station



December 5 【Theme Related Observation】
Group photo



December 5 【School Exchange】
Fuji Women's University



December 7 【Homestay】
Group photo from the farewell party

	
December 8 【Reporting Session】	December 8 【Reporting Session】 Group photo
	
December 7 - Group photo of participants from 3 countries in Hokkaido (photo from the Malaysian group presentation)	

3. Voices from the Participants (excerpt)

◆ Working Youth - Journalist (Indonesia)

The visit to Nippon Television left a deep impression on us. What truly excited us was seeing a major newsroom firsthand. The team is highly organized and works at a pace that is both fast and extremely disciplined. Despite the speed, they never compromise on journalistic ethics. We were especially impressed that they still perform manual fact-checking, verifying information directly before publishing or broadcasting. This reflects an unwavering commitment to accuracy and professionalism—qualities that many media organizations struggle to maintain in the digital era.

Witnessing such teamwork, work ethic, forward-thinking vision, and dedication to responsible journalism was truly inspiring. It reminded me of the importance of upholding the core principles of journalism, even as news cycles accelerate every day.

◆ Working Youth - Newspaper Journalist (Indonesia)

Even though it was a short stay, the program had plenty of opportunities to gain a deep understanding of Japanese households and the current situation in Hokkaido. We also learned a lot about how different Japanese media outlets actually operate, and enjoyed exploring the town on foot. Through this program, I believe we the participants were able to play a meaningful role in strengthening friendship and building a bridge between Japan and Indonesia.

◆ **Working Youth - Journalist (Malaysia)**

We enjoyed Mr. Kurasawa's lecture, where he shared his views and experiences accumulated over 40 years in the industry, especially his analysis of AI trends. I agree with his view that journalism still requires reporters to be physically present on the ground. It is through their own observation and analysis that they can organize the context and report it accurately to the audience. Although AI can reduce journalists' workload, it may also introduce bias during the processing stage. Therefore, verification and cross-checking by reporters remain essential. As he rightly pointed out, in the era of AI, the role of journalists is not to be replaced, but to become even more crucial. Only humans can distinguish what is true and what holds value.

◆ **Working Youth - Journalist (Malaysia)**

The most memorable part of this exchange program was the homestay. By spending time with the host family, I was able to observe everyday Japanese life and gain a deeper understanding of Japanese perspectives on life, their personality, and their core values.

◆ **Working Youth - Media Relations (Thailand)**

What I enjoyed most was having so many opportunities to interact with different people. First, during the visits to various media organizations (like NHK, Nippon Television, and the Hokkaido Shimbun), I learned about Japanese work culture in the media industry and got to hear different perspectives, such as how they're introducing AI and how Japanese media ethics work. Another highlight was getting to interact with people outside the media industry, like university professors, students, and my host family. Thanks to these exchanges with people from everyday life, I was able to gain a much clearer picture of how people in Japan actually live. I feel this will really help me create better news stories about Japan in the future.

4. Voices from the Receiving Parties (excerpt)

◆ **Observation Destination Representative**

Being able to openly exchange opinions with young journalists from Southeast Asia about the challenges media organizations face today was extremely valuable for us as well. With the media landscape changing so rapidly, it was reassuring to learn that people in every country are struggling with the same issues and trying to figure out solutions just like us.

◆ **Exchange School Faculty**

Since our students don't usually have opportunities to talk with professionals working overseas, this was a really valuable experience for them. The delegation actively engaged with the students, most of whom have studied abroad or hope to do so, making a truly positive and meaningful exchange for everyone.

◆ **Exchange School Student**

In this exchange program, getting to speak directly with young media professionals from Indonesia, Thailand, and Malaysia made me realize just how differently each country views and understands the role of the media.

We communicated using a mix of Indonesian interpretation and English, and I learned that even if you don't share a perfectly common language, the will to understand each other helps bridge the gap.

They were all very interested in how religion is viewed in Japan, and it made me reflect on Japan's unique way of relating to deities as well. And since we're a women's university, they asked a lot of questions like why we chose the school, which made the conversations even more fun.

◆ Host Family

The group was interested in history, and it was impressive to see how carefully they read through the exhibits and how actively they asked questions at the museums and archives in Hokkaido. I was also amazed by how children, who don't use English in their daily lives, made full use of what they've learned so far to communicate, further deepening the exchange.

When it came to meals, I wondered what they would enjoy, but since the two of them (staying with me) requested shabu-shabu, we made it together and ate it together. It made me so happy to see how moved they were, saying it was the most delicious thing they had ever eaten.

5. Disseminations by the Participants (excerpt), Articles, etc.

 Kini kesempatan untuk melihat dapur nyalai satu media tertua di Jepang, Nippon TV network corporation. Ini suasana kerumahnya. Rame! sibuk. Penuh layar. Kata salah satu teman media asal Indonesia, dapur media di Indonesia sebesar rumah kecil saja, bahkan 'lebih' dalam beberapa hal. Tapi media ini memang sempat tua. Sudah sejak 1953. Kini kesempatan untuk berdiskusi dengan pejuang media ini. Kita dan media mengalami tantangan yang sama rasanya. Audiens menurun, pengiklan berkurang, dan masih ada yang begitu tertarik mengambil profesi jurnalis. Memories perjalanan media media adalah para lannya, baby boomer, gen x, millenial, gen z, apalagi yang di bushnya. Jepang makin memenu, dan media beresung pendukungnya. Pasar media makin sempit. Media sosial jauh lebih populer. Sahkan, program Jemmy's ini pun lebih memilih kini menceritakan Jepang lewat video pribadi wisatawan lewat media yang kami wakili. #jemmys_korea	 Japanese Media ① - Newspapers - Number of Newspapers: Approx. 4,000 - Total Circulation: Approx. 30 million copies - Magazines & Specialized Journals: Approx. 16,000 - Characteristics of Japanese Media: - Home delivery system - Transition to digital editions is a challenge Such a pleasure to hear a lecture from Mr. Kurasawa, a journalist with 40+ years of experience in Japan and China. He gave us an overview of Japanese media, politics, and the current use of AI. He is truly my role model in the media industry. Respect! Our Mission - Never to participate in or support war. - To stand with those in vulnerable positions - To protect fundamental human rights - To respect diverse cultures, ways of life, histories, and ethnicities. - Above all, to report facts --- and the truth.
December 2, 2025 (Instagram) Working Youth (Indonesia) We had the chance to visit Nippon Television, one of Japan's oldest and most historic media companies. This is what their newsroom looks like—busy, lively, and full of people constantly on the move, with screens everywhere. According to a friend who works in media, the atmosphere is similar to newsrooms in Indonesia, and in some ways even more advanced. At the same time, since it was founded in 1953, it's considered one of the long-established broadcasters in Japan. Through our discussion with Nippon Television executives, we realized that both countries' media industries face many of the same challenges.	December 4, 2025 (Instagram) Working Youth (Thailand) Such a pleasure to hear a lecture from Mr. Kurasawa, a journalist with 40+ years of experience in Japan and China. He gave us an overview of Japanese media, politics, and the current use of AI. He is truly my role model in the media industry. Respect.

There's a clear decline in viewers, advertising revenue, and the number of young people who want to become journalists. In Japan, where the population is aging, most subscribers to print media aren't Millennials or Gen Z—they're Baby Boomers and Generation X. The target market for traditional media is shrinking, while social media continues to spread widely throughout society.



December 3, 2025 (Instagram)
 Working Youth (Malaysia)
 Haruo Kurasawa
 Over four decades in the media industry
 He pointed out that journalism still requires reporters to be physically present on the ground. It is through their own observation and analysis that they can organize the context and report it accurately to the audience.
 Although AI can reduce journalists' workload, verification and cross-checking by reporters remain essential.
 He said in the era of AI, the role of journalists is not to be replaced, but to become even more crucial. Only humans can distinguish what is true and what holds value.



December 5, 2025 (Instagram)
 Working Youth (Thailand)
 Visited Hokkaido Newspaper
 Largest local newspaper in Hokkaido
 Online editor desk showed how they run the news on the website. Editor layout system before they printed it on the paper. (middle photos)
 1st issue published on 1942 (At that time news in Japan was inciting war) (bottom left photo)
 He was reminded of the film camera that he first used when he joined the company. (bottom right)



December 5, 2025 (Instagram)
Working Youth (Thailand)

Sapporo-Hokkaido, Japan, December 2025

- We were greeted by snow, -8°C temperatures, and strong winds.
- This month, the Sapporo White Illumination is being held, creating a romantic atmosphere with lots of great photo spots.
- The high-quality produce and delicious food were all amazing. The milk, cheese, and cheesecake were beyond.
- Before visiting, I had the impression that Japanese people were quiet, reserved, and a bit hard to approach. But this time, I was lucky enough to stay with a Japanese host family.

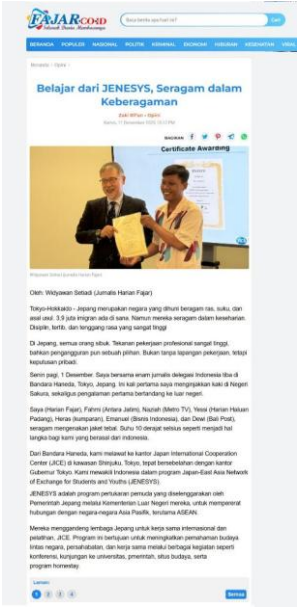
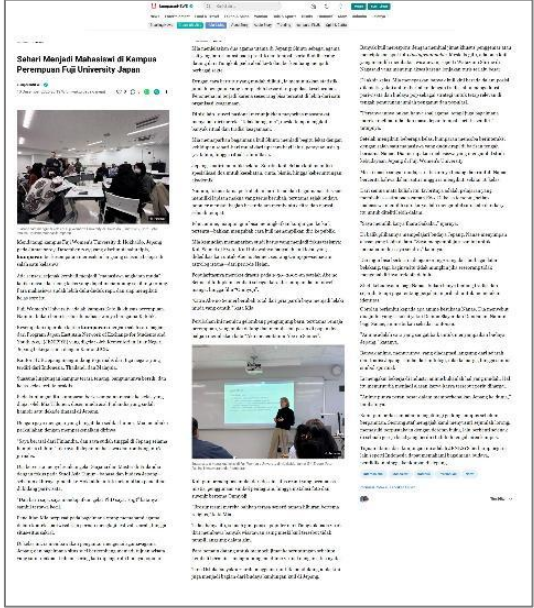


December 6, 2025 (Instagram)
Working Youth (Indonesia)

I never imagined that I would gain a new family in Japan, but the JENESYS program brought me together with people who treated me with the same kindness and warmth as if I were their own child. When it was time to say goodbye, tears streamed down my cheeks.



December 6, 2025 (Instagram) Working Youth (Indonesia) I was surprised to see that in winter, instead of using plastic, people in Japan protect cold-sensitive evergreen trees by wrapping them with natural materials like straw. It looks aesthetically pleasing, it's sustainable, and it's amazing that such a simple method can be so effective.	December 7, 2025 (Instagram) Working Youth (Indonesia) Thank you, Hokkaido, for such a wonderful time. I wish I could've stayed longer, but I have to head back to Tokyo today. Next time, my destination might be Thailand or Malaysia.
	
December 10, 2025 ("HARIAN HALUAN" – Indonesian Newspaper) A JENESYS participant journalist gave a chronological report on their experiences in Tokyo and Hokkaido, visiting a university, touring media-related facilities, and taking part in a homestay—all of which helped them gain a deeper understanding of Japanese culture and society.	December 9, 2025 (Fuji Women's University's website) "Exchange with Young Media Professionals as part of the Ministry of Foreign Affairs JENESYS Program"

	
December 10, 2025 (An article written by an Indonesian participant published in Fajar, the online edition of Indonesia's daily newspaper "Harian Fajar" (as part of their Action Plan)) "Learning Diversity and Harmony from JENESYS"	December 10, 2025 (An article written by and Indonesian participant published in kumparanNEWS (kumparan.com), an online digital news site (as part of their Action Plan)) "A day as a student at Fuji Women's University"

6. Presentations of Program Findings and Action Plan at the Reporting Session (excerpt)

Locations: Tokyo, Hokkaido – Presentations by a total of 3 groups

Indonesia		
		
【Results of the Program】 ◆ Learnings from the Program: Before visiting Japan, we assumed that Japanese society leaned strongly toward individualism and that people did not talk much even when together. However, the homestay experience completely changed that perception—our hosts engaged us warmly in conversation, and we could feel their attentiveness and kindness in every detail. As expected, the discipline and orderly behavior of Japanese people, the cleanliness of public spaces without a single piece of litter, and the use of advanced technologies in everyday life were all clearly visible. Regarding food, we initially found Japanese cuisine lightly seasoned and somewhat unfamiliar. But as the days passed, our bodies adjusted and we began to appreciate its subtle flavors.		

◆ Learnings about Media:

- We learned firsthand how the Japanese characteristics of discipline, precision, and collective responsibility directly influence the way media professionals work.
- We also learned how Japanese media maintains high standards of journalism and credibility while adapting to an aging audience.

【Action Plan】

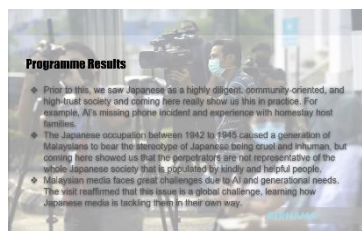
Each participant will share information through their respective organizations within three months.

The specific activities include publishing feature articles, producing and broadcasting videos, and monitoring progress to ensure effective implementation. We plan to do the following:

- Bisnis Indonesia Newspaper: Publish a feature article examining Japanese media and culture.
- kumparan.com (Online News): Publish articles and photos introducing Japanese temperament and cultural traits.
- Metro TV: Produce and broadcast a program introducing Japan.
- Harian Haluan Newspaper: Publish articles on Japanese culture, education, and tourism.
- Bali Post Newspaper: Publish special features on Japanese tourism and culture.
- ANTARA News Agency - East Java Bureau: Share information about Japan's transportation system and urban residents.
- Harian Fajar: Publish a feature article on the vitality of Japan's regional media.

Through these action plans, we aim to increase public interest in Japan, strengthen collaboration among media professionals, promote broader awareness of the value of this program, and explore possibilities for continued cooperation.

Malaysia



【Results of the Program】

◆ Learnings from the Program:

Before visiting Japan, we thought Japanese people were diligent, community-oriented, and highly trustworthy. After coming to Japan, and through experiences such as my homestay, we realized that this was indeed true. Moreover, although some of us had previously associated Japan's occupation from 1942 to 1945 with a cold and cruel image of the Japanese, after our visit, we found that most Japanese people are kind and helpful.

◆ Learnings about Media:

In our home country, challenges include AI and changing generational needs. After visiting Japan, we learned that these challenges are global, and that Japanese media are tackling them in their own way.

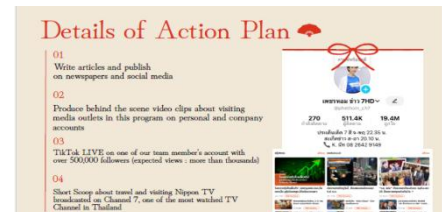
【Action Plan】

Within three months, we will write articles at each of our workplaces. The articles will cover the homestay experiences, the attractions of tourism in Hokkaido, the preservation of historical heritage, the current state of Japanese media, challenges and survival strategies for Japanese media in the AI era, and cultural aspects such as shrines.

Thailand



Knowledge of Media in Japan	
Prior Knowledge	Learnings
01 Japanese people still like to watch TV. Japanese media seems old.	01 4,000 newspapers in Japan (including local and public relations papers)
02 Japanese people widely use AI with their work.	02 107 private TV stations in Japan
	03 Japanese media use AI cautiously due to fake-news concerns
	04 Japan's local media are strong and self-sustaining (such as Hokkaido Shimbun and West Japan)



【Results of the Program】

◆ Learnings from the Program:

Before coming to Japan, we held a somewhat rigid image of Japanese people, but this perception changed through our interactions during the program, and we also learned about some of Japan's realities, such as its low food self-sufficiency rate.

◆ Learnings about Media:

Compared to newspapers in Thailand, we were surprised by how many newspaper companies Japan has and how strong and stable the industry remains. At the same time, we found that Japan shares similar concerns with Thailand regarding the use of AI and is taking a cautious approach.

【Action Plan】

- Since we come from five different media organizations, each of us will write articles and share information through social media and other platforms using our personal and company accounts.
- Among the five participants, one member has over 500,000 followers, and we believe their TikTok Live streams can attract several thousand views.
- We plan to broadcast a video on Channel 7—one of the most-watched TV channels in Thailand—featuring our visit to Japan and our observations from the tour of Nippon Television.

Implementation Agency: Japan International Cooperation Center (JICE)