

Cultural Perception on Anime Fans in Medan City

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Abstract— Anime has become a custom consumed by otaku (anime lovers). Indeed, in the everyday behavior, there is a mixing between anime language and the national language used; it becomes an ideology in life and behavior. So, otaku is a thing that is not separated on the study of cultural communication itself. The purpose of this research is to analyze cultural perception and cultural consumption to otaku in Medan city. The theory used in the research is Cultural Perception, Culture of Media Consumption and Cultural Studies. The method used in this research is descriptive qualitative. The result of the research is otaku in Medan City perceiving their culture according to the values and norms in place although there is mixing with Japanese culture. Level of anime fans are different, there are high, middle and low.

Keywords—cultural perception; cultural studies; otaku; anime fan

I. INTRODUCTION

Anime has evolved its own spaces for devotees so that there is anime language mixing into the national language which has been used and becomes the ideology of their thinking in life. The otaku is a thing that cannot be separated on the study of culture itself. As a proof, on the Facebook page in a public group called @Medan otaku community (MOCi) provide places and information to join for those who have the same hobby. The Facebook group MOCi has 542 members and has posted 513 photos or pictures concerning to anime hobbies. And there is also Medan Jepang Daisuki which is a community of Japan lovers [1]. From the interview with the informant, Ulfa said "I have a friend whose otaku degree has already been high, so consider one of the manga or anime characters which she likes as a lover or spouse." On 14 till 15 October 2017 Harapan University Medan opened the Japan cultural festival and the Japanese League the second Bunkasai. One of the events is the costreet and manga. This shows the enthusiasm among the students and the community in Medan City in liking Japanese culture, one of them is anime or manga. The research purpose is to analyze culture perception to otaku in Medan city.

II. LITERATURE REVIEW

A. a. Communication

Communication is the process of sharing meaning through verbal and nonverbal behaviors. Every behavior can be called

as a communication if involving two or more people. The phrase of two or more persons needs to be emphasized, because some literature calls the interpersonal communication term as communication with oneself. "Communication occurs at least a source generating a response to the recipient, through the delivery of a message in a form or symbol, either verbal (wording) or nonverbal (non-verbal) form, without having to ensure first that the both communicating parties have a same symbol system" [2].

B. Cultural Studies

According to Bennet, quoted by Barker explains that cultures studies are an interdisciplinary study that can be seen from various perspectives whose main purpose is to study what the relationship between culture and power [3]. West and Turner claimed that in the essence, this theory is based on two great theories that are culture spread and found in every aspect of human behavior and human beings are part of the power structure [4].

C. Intercultural Communication

Intercultural communication is the process to influence the behavior both source (communicator) and the recipient (communicant) intentionally to code their behavior to produce messages channeled by them through a channel to stimulate or acquire a certain attitudes / behavior in cultural empowerment as a factor to be decisive in the process of communication [5]

Culture has a dynamic character and develops in society. Because the process is treating it, then maybe someday we will be shocked by what happened. The culture will not be easy, not to object, to be turned back to its original state, as expected [6].

D. Cultural Perceptions

Cultural perception is how a person's paradigm or perspective looks out of itself from the environment or other people by certain influences. Samovar, et al. in his theory says that there are three main elements forming the cultural perceptions and have a big or direct effect on individual participants of intercultural communication. The Indicators of a cultural perspective are:

- The worldview reviews the belief or religious system, cultural values and behavior (Perceptions of the worldview always have different tendency through on the

view that has been formed at first. In the world view will affect the religion and belief system, the value that refers to the norms in society such as wrong or right action, and behavior is the behavior of the embodiment of each individual through the culture.

- The Symbolic system of communication occurring in verbal and non-verbal life.
- Social organization that is how perception as well as one's behavior to the families and institutions such as schools or colleges [5].

Perceptions on the worldview always have different tendencies through the view that has been formed at the first. The world view will affect the religion and belief system, the value that refers to the norms in society such as wrong or right action, and behavior is the behavior of the embodiment of each individual by the culture. The symbol system is a reflection of behavior that can be judged by the use of symbol system such as verbal and non-verbal. And the last one is a social organization that includes the role of the family and the role of the institution where the one gets the education such as a school or college [5].

E. Anime Lovers (Otaku)

Otaku itself is a term in Japanese which is defined as people who pursue their hobby to advanced level. In Japan itself, Otaku has many types, from anime otaku, otaku robots, otaku military, passion and otaku train. But in Indonesia, the popular Otaku types are the otaku anime, otaku manga, and otaku games. Anime Otaku is an otaku who likes anime, Manga Otaku is otaku who likes manga / comic japan, and game Otaku is Otaku who likes video games[7].

Anime is one of the most popular television shows in the world of children. The word anime comes from "Animation", which is in Japanese pronunciation changed into "anime-shon" (abbreviated as "anime"). So, "anime" is the term used to refer to Japanese animation production. Although the anime that aired on television was not as much as its golden age, it is more accessible via the internet now. The presence of the anime lover's community helped present the anime with Indonesian subtitles just days after being aired in Japan. Anime fans can access YouTube or other streaming sites, even download anime easily [8].



Fig. 1. Otaku on the internet

Anime lovers or often known as otaku have their own level according to how much their love for anime. The first level is called an otaku newbie because it enjoys anime as well as reads manga (comics) only a bit. The second level is called anime lovers, at this stage otaku already has knowledge about anime or manga which is preferred only. The third level *otaku true* because it has knowledge about the anime to the ins and outs and memorized some anime title even supporting characters though. The fourth level is called *nijicon* because there is a character in an anime and declares that the character is a partner or has fallen in love with the character. Then the highest level on the fifth level is called *hikikomori* because his life is appreciated only for anime, even refuse socialization and only confined himself in the room only to enjoy the anime-anime that has been collected [9].

III. RESEARCH METHOD

In this research, it will use the type of qualitative research which intends to understand the phenomenon of what is experienced by research subjects such as behavior, perception, motivation, action, and others holistically, and descriptively in the form of words and language, in a specific, on the natural context and by utilizing various natural methods.

Informant in this study as the key informant is Ulfa Latifah student of economics department of Universitas Pelita Harapan, (informant), by technique of snowball sampling, get informant, Rofiqah as student at Senior High School, Muammar Aula as a worker at BUMN PT Angkasa Pura II (Persero) branch of Kualanamu International Airport Deli Serdang, Ibrahim who works as a rowing athlete, Lutfi who work as a student and Rofiqah Ramadhani who work as high school students.

Data collection using interviews and documentation studies. Analysis Data uses data reduction, data presentation, and conclusion. For the validity of the data the authors conducted the observational persistence, the data triangulation, and the discussions with peers.

IV. RESULT AND DISCUSSION

A. World Views

The world view is divided into three indicators, namely the views of religion, culture, and everyday behavior. The interview result from resource person, get 2 women and 3 men and all of them are Moslem but the result is different. Ulfa and Rafiqah are two brothers who have not much different answers. Both are room girls. When the time is for prayer, the anime watch activity is stopped for a moment.

As Ulfa said, "when it is time for prayer, then the prayer is done. after that, watch again ". Similarly, Rafiqah also said, "Prayers should not be abandoned for watching anime".

Both of them also have been watching continuously throughout the day, so scolded by parents. Anime collection owned by them up to 65 titles that have genre action, comedy, romance, and horror. Both of them are macassar tribes follow the descent line of the father but follow the culture in general in Medan city. Generally, the culture in Medan is a Malay culture.

The Islamic belief and Malay Culture encourage the young women to close their hair or to wear the veil. Ulfa and Rafiqah keep close the hair perfectly according to local religion and culture. As Ulfa said, "covering the hair is mandatory in Islam, we do not follow the style of anime character in wearing clothes because we just love to watch it"

While the Aula and Lutfi just like one type of anime. The Aula liked the One-Piece anime, while Ibrahim liked Naruto. They say that there is no relation between watching the anime and worship. Because the worship according to them is from each consciousness to do it. Aula said, "religious affairs should not be mixed with the favorite spectacle because they are two different things. I love the *One-Piece* series because there is a friendship value in it ". In contrast to this, Ibrahim said, "I do rarely do worship prayers" he said with a shy smile. According to them, religion is the most important thing in life, but to do the worship need the existence of a strong self-motivation from the heart of each.

Aula is an Acehnese. Acehnese culture and Malay culture have the same cultural characteristics related to Islam. While Ibrahim is a native Malay. Aula said:

"I am a migrant from Aceh who works in Medan city. I do not forget the hereditary cultures inherited by the family. In Aceh we recognize the names of tuha peut and tuha lapan as village leaders. Whatever the problem, we were taught to surrender to the religion and to deliberate with the family. For me the Japanese culture that I watched from anime has no effect on me, because I love Aceh culture better than Japanese culture"

In contrast to the statement of Aula, Ibrahim has the different argument, "I think Malay culture is my identity, but is it my fault if I also love Japanese culture that exists in the anime? I think in the naruto anime Japanese culture that I like is the mention of san (name added after the name of the unknown person or the older person) ".

The next interviewee is Lutfi who has an assortment of anime collections, so it has original Japanese manga and figure from anime. Lutfi also has waifu (girlfriend of the anime). Lutfi often spends time in the room to enjoy his hobbies, he is seldom to do the worship, even prefer Japanese culture rather than local culture. Lutfi said that:

"I've been addicted to Anime from Junior High School (SMP). I rarely get or attend religious education. Although I know religion is important, but to do it, I am very difficult. So, I do not really understand religious education. For me who always follow the anime, the culture that I like is Japanese culture rather than the local culture. I have a lot of anime collections, even original manga from Japan to figures of anime characters. I also love the anime character whose hair is ponytailed into two "

From the results of the interview, Ulfa and Rafiqah are women of Makassar descent who have Islamic religious beliefs. Both of them remain organized in doing worship and still love the local culture although the collection and time in watching anime can be said high.

While Aula and Ibrahim are not very diligent in implementing of religious worship, the cultures that run are also in accordance with the values grown by the family, while watching anime is at the middle level. In contrast to the other 4 (four) speakers, Lutfi is a high level of anime lover and a low understanding of religion and local culture.

The worldview of the informant otaku is different. Each of their perceptions shows the behavior that is done every day. Religious perceptions may be more dominant than cultural perceptions or vice versa. Religion can basically become a culture if done daily. Just as Ulfa and Rofiqah continue to use hijab, and are unaffected to the culture of the Anime which generally expresses aurat, more prominent to western culture with minimal clothing, and other cultures outside the context of the forbidden religion of Islam.

Culture from outside countries if liked and consumed daily can beat the love of the local culture. But it can not be taken as a global opinion, the case in this study only happened to Lutfi. Loving the anime product changes Lutfi loves Japanese culture. Although still an Indonesian citizen, Lutfi has a dream to know and visit the land of sakura. She also loves 2-dimensional women instead of looking for real women.

B. Symbols System

The symbol system is a verbal and nonverbal communication. In this segment, Aula and Ibrahim are not very dominant in using the language in anime (Japanese and other terms in anime) in everyday communication.

Aula said, "In my daily activities, I use the national language of the Indonesian and the Acehnese language when meeting with the Acehnese. I am not very able to use language in anime (Japanese) moreover to use it in everyday life. So far what I remember is the word baka which means dumb." In line with this Ibrahim said "I can speak Indonesian only, I cannot speak with Japanese language. "

While ulfa sometimes tells other people when joking by calling "baka" which means stupid in Japanese. Sometimes, when he was upset, he once said " aku kamehame nanti baru tahu" (kamehame is a stance that is in Dragon Ball anime). He said that:

"I often mix Japanese and Indonesian when communicating with other people. Especially fellow who likes Japanese anime and culture, I speak Japanese more often while studying. While cooking I often follow the movements of the anime Shokugeki no Souma (anime cooking series). Not only that, there are many other body movements when communicating like doing kamehameha movements to the other person when I feel angry, being annoyed, and taking pictures using hand gestures resembling the letter v "

While Lutfi in daily life often tells anime and waifu that he likes to his friends without saturation. The language used is also mixed between Indonesian and Japanese. Lutfi and Ulfa have similarities in the symbol system of verbal and non-verbal communication with the speaker when there is assimilation of language between Japan and Indonesia. Not only that, English is also often used by them. As Ulfa and Rofiqah said:

"Family and school is important because to reach the ideals and get work, it should be start from studying and get a certificate. We are often scolded by the family when watching until late at night because they were afraid we would be late to get up to go to college or school. For us, school or college is a place to study and family is everything".

Verbal communication is an oral and written form. While non-verbal communication is more looking at the gestures, symbols, symbols, codes, and cues. Otaku who has a passion though on an anime will know and follow consciously or not using language in anime into everyday communication. For example, Ulfa calls the word *baka*, or Aulia which mentions *gomu-gomu no* (Luffy D. Monkey stance in One Piece series).

For high-level otaku like Lutfi, it is used in using Japanese (anime language) in everyday life. The proof he has the original Japanese comic book as well as anime series Japanese language without Indonesian translation. To digest the diverse symbols or Japanese like saying, hiragana and words are not easy. In contrast to the Indonesian language that has only one type of language style that is based on the English alphabet. It takes a certain persistence, learns earnestly, and loves Japanese in order to master it.

C. Social organization

Social organization that is how perception as well as one's behavior to the families and institutions such as schools or colleges Although the views of resource persons vary on the worldview and the symbolic system, the social organization is serious in pursuing the ideals. Just like Aula which is one of the Angkasa Pura employees said, "the number one is job, while the anime is just as entertainment". Ulfa, Rofiqah, and Lutfi are also diligent in doing the tasks assigned by the school and the place of the lecture. Then Ibrahim focus on sports activities. Family and education are number one for them even though their level of love for anime is different. As Ulfa and Rofiqah say:

"Family and school is important because to reach the ideals and get the work should start from studying and get a diploma. We are often scolded by the family when watching until late at night for fear of being late to go to college or school. For us school or college is a place to study while family is everything"

Lutfi also said:

"family and lectures are the most important thing, but I rarely get along or join just enough with friends from a lecture kick one. I spend more time at home watching

anime or reading manga family and college is the most important thing, I rarely hang out or join with friends from one lecture except a one. I spend more time at home watching anime or reading manga".

The family is the smallest and first organization we know in life. In Indonesia which has an eastern culture with the majority of Muslims assume that glorifying parents is the most important thing. We can find in the people of Indonesia generally when meeting or leaving the house to say *salam* by kissing the hands of their parents, as well as people who are more elderly outside the family. While in the anime, an older person's call can be pronounced with the addition of the word *san* at the end of the person's name.

In public schools in Indonesia, the same is true as in the family. Teachers or lecturers represent representative parents at school or college places that must be respected. In the anime, the teacher is honored with a "san" call, but no strong attachment has been achieved as far as the researchers' glasses, except for the anime series Great Teacher Onizuka. School or college cannot only be viewed as a place to study, but it should also be considered a home, as well as a place where people share feelings, intentions and ideas with friends and teachers.

V. CONCLUSION

Ulfa and Rafiqah speakers can be regarded as the intermediate anime lovers level because they have more than two of anime collection and also have high watch time. Aula and Ibrahim are at the bottom because they only like one type of anime. While Lutfi is at a high level as anime lovers because it has many figure and collection up to the original manga from Japan. Yet the social organization, they are the family, the place of education, and work is number one for them. But the unfortunate is the culture value and belief. Declining knowledge and love of culture and worship in the spotlight must be considered. For example, in the case of lutfi who prefers Japanese culture rather than local culture

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