

BINUS INTERNATIONAL
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Sarjana Seni Thesis
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**COMIC STRIP ABOUT COSPLAY TO
PROMOTE INDONESIAN LOCAL COMICS**

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Abstract

Globalization has become an issue that allows other country cultures diffuse across nations. Popular culture, like *Cosplay* for instance which has been brought world widely by the fans of anime, manga, and video games. *Cosplay* or Costume Playing is an activity of people using costume representing fictional characters and acting as the characters they represent. In Indonesia, *Cosplay* has an opportunity to be a promotional material for Indonesia's local comic.

The aim of this thesis is to inform the benefits of *Cosplay* as the effect of globalization for both Indonesia and the cosplayer, especially in promoting Indonesian local comic. This thesis seeks to create a comic strip with inspiring message through amusing light short stories represented by the life of local *cosplayers* in Indonesia.

Keywords:

Cosplay, Promote, Encourage, Entertain