

CHAPTER I

INTRODUCTION

1.1. Background

Nowadays, the impact of globalization has influenced the world's cultures and their revolution to keep their pace with other countries development to the modern era. As the appearance of globalization, technologies and mass media have introduced us to other countries' cultures. According to a journal article, the interaction of globalization and culture in the modern world by Sadykova Raikhan et al. (2014), cultural globalization is enhancing the assimilation to the world's countries to the modern growth. The cultural globalization brought by the media communities (Raikhan, 2014). Therefore, there are culture products that well known by global societies, it is also called popular culture. Popular culture is actually something that is famous to people across countries, adolescents or teenagers who actually run the technologies more than the adults recognize the popular culture mostly. As stated in *Joseph Conrad and Popular Culture* book, it says that popular culture is related to mass culture (Donovan, 2005).

One of the examples of popular culture is *Cosplay*, a popular culture from Japan, which established by Nobuyuki Takahashi in early 1980's. Before Nobuyuki Takahashi stated the word *Cosplay*, the first person that wore costume to a convention was Myrtle Rebecca Douglas at Worldcon 1939, but it was just wearing costume (Reifsteck, 2017). Since Nobuyuki Takahashi saw people wore the costume of Star Trek at Worldcon 1984, the phrase of *Cosplay* was born when he wrote an

article of what he saw in My Anime (Plunkett, 2014). *Cosplay* is shortened from “Costume Playing”, an activity that allows people to wear an anime, manga, video games or films character costume and act as the character they represent. *Cosplay* itself has brought world widely by the fans of anime, manga, video games, or films (McIsaac, 2012). As the time goes by, *Cosplay* have touched down Indonesia and brought out various perceptions from Indonesian people to the *Cosplayers*, those who do *Cosplay*. According to Wishnoebroto et al. (2017), *Cosplay* happened in Indonesia because of comic books and movies that translated into Bahasa Indonesia, so the audiences started to have interest on their characters and costumes. There are numerous events that holding *Cosplay* competitions as well that attract *Cosplayers* to participate. *Cosplay* in Indonesia has produce talented local *Cosplayers* that already go internationally and bring the name of Indonesia to the world. By the uniqueness, *Cosplay* can easily attract people. *Cosplay* is actually has numerous positive sides either for Indonesia or the *Cosplayers* themselves. Creativity on designing their own costume and theatrical skills could be a positive impact for the *Cosplayers*. It is approved by psychotherapy field that by *role-playing* (acting as another character) could reduce even heal social illness (Frederick, 2014). For Indonesia, *Cosplay* could be a medium to establish a relationship with Japan. Just like Aulia Amalina (2012) said in Andalas Journal of International Studies’ article, *Cosplay* benefits could be for diplomacy purposes for Indonesia and Japan. *Cosplay* could be also a material for Indonesia to promote Indonesian local comics.

Based on writer’s experience, fellow *Cosplayers* in Indonesia have experienced good and bad reactions from other people when they are doing *Cosplay*. This situation is supported by previous research by Ranny Rastati (2012), she found that through the spreading of *Cosplay* in Indonesia, *Cosplayers* community got various critiques from

people outside of the community. Through social Medias, people accuse *Cosplayers* as young generations with a weak patriotism sense to their country (Rastati, 2012). This shows that there are still several people who do not aware of the positive side of globalization and its effect. Ayu Sutarto (2004) in her book titled “Menjinakkan Globalisasi” or “Taming Globalization” in English, she assumed that globalization and its effects is not something that we should fight against, but as a way out solution, we could make use of it into something beneficial to our country and us. Through the statement that Ayu Sutarto made, gives the writer an idea to do a research on people in Indonesia responses and their understanding to *Cosplay*. To create awareness, writer believes that comic strip is a promising instrument to explain in an interesting way. Comics offer scope and flexibility with the metaphors of movies or painting combined with the friendliness of words (McCloud, 1994). Then the writer believes that comic will explain more interesting to the readers through comic. As the outcome, the writer will make a comic book by using her own story that she made herself, the story tells about a *Cosplayer* who lives in Indonesia that wants to popularize Indonesian local comic to people.

1.2. Scope

The scope of this research is to study the Indonesian people responses especially young generations to *Cosplay*, either people who ever go to Japanese event in Indonesia and those who have not. Then the research result will be applied to processing awareness about the benefits of *Cosplay*, especially to promote Indonesia local comics. The outcome will be a colored comic book, about the life of an Indonesian *Cosplayer* who loves to *Cosplay* as Indonesian local comic characters. The comic book will consists of forty-eight pages; each page will contain one title or event in four comic strip panels. The comic strips will be original stories made based on the research results to the Indonesian *Cosplayers* experiences and comic experts interview. The scope of this research is also to design and illustrate the comic characters and the environment.

1.3. Aims and Benefits

1.3.1. Aims

The intention of this thesis is to inform the benefits of *Cosplay* as the result of globalization for both Indonesia and the *Cosplayers*, exclusively in promoting local comics.

1.3.2. Benefits

Through this research, the actual opinion to the globalization effects specially *Cosplay* as popular culture will be revealed. The outcome will be a comic book as a campaign media to enhance awareness of making use the globalization effect to develop Indonesia. The comic will also improve the status of local comic as well.

Indonesian people's interest to read will also increase by reading a comic book. By identifying *Cosplay*, the benefits of *Cosplay* will also be useful as information, the benefits of *Cosplay* for Indonesia are:

- Tightening the Japanese diplomatic bonds, this might be useful for Indonesia government to enhance the opportunity between Japan and Indonesia.
- Promote creative industry such as comic/manga, cartoon/anime, films, and video games. Indonesia could make use of *Cosplay* to promote its local creative industry especially those that bring up local cultures.
- Enhance creative skills for *Cosplayers*, such as costume designing, acting, and make up skills.

1.4. Structure

Chapter 1 Introduction

This chapter will specify the reason behind this thesis project, a short brief about *Cosplay* in Indonesia, the problem, scope, also the intention and benefits of the outputs to the readers.

Chapter 2 Theoretical Foundation

This chapter contains literature from books and previous researches that supports writer's project, theories of globalization, popular culture, comic, comic strip, and *Cosplay*.

Chapter 3 Problem Analysis

This chapter contains the result of survey with target markets and interviews with experts that will support the process of this research.

Chapter 4 Strategy and Approach

This chapter will describe the writer's plan on methods and problem solving using the previous chapters' data.

Chapter 5 Visual Design

This chapter contains the progress that needed for making a final product, which involves designing and illustrating comic characters, environment, and storyboards.

Chapter 6 Design Implementation

In this chapter, the process of developing and implementing the design into the real product will be explained.

Chapter 7 Conclusion

This chapter will conclude every step that has been done from the very start of this thesis.