

Penggunaan media dalam konstruksi identitas di era globalisasi: studi kasus pada penggemar animasi dan komik Jepang di Jakarta

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Abstrak

This research analyse individual motivation in anime-manga (Japanese animation and comic books) fans communities to consume the non-dominant media and how it constructs their social identity. Through a multi-level analysis comparative and narative methods integrating micro, messo and macro factors this research finds that individual choose anime-manga as the base of their identity.