

# Konsep moe dan karakter ayanami rei dalam anime neon genesis evangelion = Moe concept and the character of ayanami rei in the anime neon genesis evangelion / Delianto Pratomo

Delianto Pratomo, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20413690&lokasi=lokal>

---

## Abstrak

[<b>ABSTRAK</b><br>

Skripsi ini membahas konsep moe dan karakter Ayanami Rei dalam anime yang berjudul Neon Genesis Evangelion. Konsep moe adalah hasrat terhadap suatu tokoh fantasi serta kemungkinan-kemungkinan virtual yang ada di dalamnya, sedangkan konsep moe yang ada dalam karakter Ayanami Rei terwujud dengan adanya respon moe dari konsumen, yaitu perasaan iba, ingin melindungi dan memiliki. Hasil penelitian menunjukkan bahwa Ayanami Rei merupakan katalisator yang mengubah konsep moe pada era 1990an dan memperluas moe database yang ada.;<br>

<b>ABSTRACT</b><br>

This thesis describes moe concept and the character of Ayanami Rei in an anime entitled Neon Genesis Evangelion. Moe concept is a desire towards fantasy characters and the virtual possibilities within, while the moe concept within Ayanami Rei's character is manifested through consumer's moe response which is the feeling of sympathy, the desire to protect and to have her. The research findings showed that Ayanami Rei is the catalyst which changed the moe concept during the Nineties and expands the existing moe database.,<br>

<b>ABSTRACT</b><br>

This thesis describes moe concept and the character of Ayanami Rei in an anime entitled Neon Genesis Evangelion. Moe concept is a desire towards fantasy characters and the virtual possibilities within, while the moe concept within Ayanami Rei's character is manifested through consumer's moe response which is the feeling of sympathy, the desire to protect and to have her. The research findings showed that Ayanami Rei is the catalyst which changed the moe concept during the Nineties and expands the existing moe database.]