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Title : Fandom and Style of Life within Japanese Animation (Anime)
Fans among university Students in Jakarta
Bibliography : ix + 124 pages; 24 books (1993-2013); 17 internet articles; 6 journals; 1 thesis; 1 dissertation

ABSTRACT

Japanese animation, or anime, has made up about sixty per cent of all cartoon shows throughout the world. On Indonesian TV channels, in particular, anime shows had started to decline significantly since late 2000s. Interestingly, the number of anime fans is not deteriorating in the least, courtesy of the emergence of a new media called the 'internet'. Media fans are considered as subculture groups in the sense that they select and internalize mainstream cultural materials into their own personal lives, which makes them differ from the rest of the population in many things, including style of life.

The aim of this study is to describe the lived experiences of anime fans among university students in Jakarta regarding anime and its contribution to their lifestyle, using phenomenological approach which prioritizes and investigates how the human being experiences the world.

The result shows anime has contributed to its fans' lifestyle, fostered by motives they are conscious about, such as allocation of leisure time and money, option of media use, tastes and preferences, activities, goal and self-concept.

This research also reflects that anime fans are not exactly bothered by the negative stereotypes directed to the anime fandom in general. This is likely because they have clear consciousness about what anime means to them, that they do not have anything to feel insecure nor inferior about.

Key words: *anime, Japan, fans, subculture, lifestyle*