

## Manifestasi nilai estetika Kawaii dalam dunia hiburan Jepang = Kawaii aesthetic manifestation in the Japanese entertainment world

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### Abstrak

Nilai estetika kawaii dimanifestasikan secara luas di Jepang. Pelaku dunia hiburan Jepang, seperti Johnny's memanfaatkan nilai estetika kawaii untuk menarik perhatian orang-orang. Upaya Johnny's Jimusho dalam memunculkan nilai estetika kawaii sebagai salah satu strategi promosi aidoru (idola) tercermin dalam performa Arashi. Pada akhir skripsi akan terlihat bahwa nilai estetika kawaii yang menonjol pada Arashi ialah kawaii yang mengandung aspek kekanak-kanakan. Nilai estetika kawaii tersebut dimunculkan melalui tingkah laku, pakaian, setting studio dan video klip, serta tampilan pada layar program televisi.

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<b>Abstract</b><br>

The Japanese widely manifest the kawaii aesthetic. Talent agency in Japanese entertainment world such as Johnny's Jimusho use the kawaii aesthetic to attract people. As one of the aidoru (idol) strategy promotion, Johnny's Jimusho's effort to show the kawaii aesthetic reflected on Arashi performance. In the end of the research, it appears that Johnny's Jimusho often show the childish aspect of kawaii trough Arashi. The kawaii aesthetic in Arashi showed through their behavior, clothes, the setting of studio and music video, and graphics that appear on television programs.