

Analisis budaya kosupure (cosplay) sebagai bagian dari budaya populer Jepang = Analysis of kosupure (cosplay), as part of Japanese popular culture

Hesti Nurhayati, author

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Abstrak

Penelitian ini termasuk penelitian kualitatif dengan metode kajian kepustakaan dan observasi lapangan yang bertujuan untuk mengetahui bagaimana sebuah budaya costume role-play bernama kosupure (cosplay) tumbuh di kalangan anak muda urban Jepang (sejak tahun 1980-an) dan berkembang sebagai budaya populer Jepang yang menyebar ke berbagai negara hingga saat ini (2010). Analisis dilakukan dengan menggunakan teori budaya populer John Storey dan dibantu oleh teori tiga kategori budaya populer Jepang Yoshio Sugimoto.

Dari analisis data, disimpulkan bahwa ada beberapa faktor yang mendorong kepopuleran budaya cosplay ini, yaitu: 1) faktor anak muda urban Jepang yang pada dasarnya senang mengeksplorasi hobi melalui street fashion dan street performance; 2) faktor media massa yang mendukung aktifitas street fashion dan street performance tersebut; 3) faktor keseriusan pemerintah Jepang dalam mendukung industri kreatif termasuk manga, anime, video game dan fashion; 4) karakteristik cosplay yang tidak menunjukkan adanya unsur pemberontakan terhadap nilai-nilai umum yang ada di masyarakat, dan dukungan kekuatan produk-produk industri budaya massa seperti manga, anime, video game dan fashion/trend, khususnya Harajuku style juga menjadikan cosplay dapat bertahan lama dan berkembang luas hingga saat ini.

.....This research included a qualitative research by using literature review method and field observations in order to find out how kosupure (cosplay), a costume role-play culture that grew among young people in urban Japan (since 1980s) and developed as Japanese popular culture that has spread to many countries recently (2010). The analysis was done by using John Storey's theory of popular culture and assisted by Yoshio Sugimoto's theory about the three categories of Japanese popular culture).

By analyzing the data, concluded that there are several factors that driving the popularity of this cosplay culture, there are: 1) the Japanese urban youth factor that basically like to explore their hobby through street fashion and street performance, 2) the mass media factor that supports the activities of street fashion and street performance, 3) the Japanese government's seriousness factor in supporting the creative industries including manga, anime, video games and fashion; 4) characteristics of cosplay which showed no element of rebellion against the common values that exist in society, and the support of industrial mass culture products such as manga, anime, video games and fashion/trend, especially Harajuku style, that also make cosplay being long-lasting and widespread until today.