

## Motivasi penggemar karakter hello kitty dalam komunitas kitty chan fan club di Jepang = Motivation hello kitty fans of kitty chan fan club in Japan

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20404211&lokasi=lokal>

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### Abstrak

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

Tesis ini membahas tentang karakter Hello Kitty merupakan brand yang identik dengan generasi anak-anak dan gadis muda, namun digemari juga oleh generasi usia dewasa di Jepang. Tujuan dari penelitian ini adalah untuk menganalisa motivasi penggemar Hello Kitty dalam Kitty Chan Fan Club yang konsistensi menggemari Hello Kitty hingga saat ini. Penulis melakukan analisis motivasi penggemar Hello Kitty dengan menggunakan konsep encoding-decoding oleh Stuart Hall dan Sirkuit Kebudayaan oleh Paul du Gay.

Penggemar Hello Kitty dalam Kitty Chan Fan Club menerima sepenuhnya ?pesan? yang disampaikan oleh Sanrio melalui karakter Hello Kitty. Kemudian anggota Kitty Chan Fan Club melakukan proses konsumsi seperti penggemar lainnya, membeli produk-produk Hello Kitty dan mengumpulkan dengan jumlah hingga ribuan item. Sehingga memberi identitas pada mereka sebagai penggemar Hello Kitty. Dari analisis tersebut didapat motivasi mereka dalam menggemari Hello Kitty. Mereka mendapatkan perasaan bahagia ketika bersama dengan Hello Kitty. Motivasi inilah yang melatarbelakangi para penggemar Hello Kitty dalam komunitas Kitty Chan Fan Club konsisten menggemari Hello Kitty.

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<b>ABSTRACT</b><br>

This study discusses the character Hello Kitty is a brand that is synonymous with generations of children and young girls, but also favored by generations of adulthood in Japan. The purpose of this study is to analyze the motivation of fans of Hello Kitty in Kitty Chan Fan Club that consistency fond of Hello Kitty to date. The authors analyze the motivation of Hello Kitty fans by using the concept of encoding-decoding by Stuart Hall and the Circuit of Culture by Paul du Gay. Fans of Hello Kitty in Kitty Chan Fan Club receive the full ?message? delivered by Sanrio character Hello Kitty through. Then Kitty Chan Fan Club members perform processes such as the consumption of other fans, buy Hello Kitty products and collect the amount of up to thousands of items. So give identity to them as a fan of Hello Kitty. Obtained from the analysis of their motivation fond of Hello Kitty. They get a feeling of happiness when shared with Hello Kitty. Motivation is what lies behind the fans of Hello Kitty in Kitty Chan Fan Club community consistently fond of Hello Kitty.;This study discusses the character Hello Kitty is a brand that is synonymous with generations of children and young girls, but also favored by generations of adulthood in Japan. The purpose of this study is to analyze the motivation of fans of Hello Kitty in Kitty Chan Fan Club that consistency fond of Hello Kitty to date. The authors analyze the motivation of Hello Kitty fans by using the concept of encoding-decoding by Stuart Hall and the Circuit of Culture by Paul du Gay. Fans of Hello Kitty in Kitty Chan Fan Club receive the full ?message? delivered by Sanrio character Hello Kitty through. Then Kitty Chan Fan Club members perform processes such as the consumption of other fans, buy Hello Kitty products and collect the amount of up to thousands of items. So give identity to them as a fan of Hello Kitty. Obtained from the analysis of their motivation fond of Hello Kitty. They get a feeling of happiness when shared with Hello

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