

## Fenomena love hotel dalam budaya Jepang kontemporer = The Phenomenon of love hotel in contemporary Japanese culture

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### Abstrak

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

Jurnal ini membahas tentang fenomena love hotel di dalam budaya Jepang kontemporer. Pembahasan ini menggunakan konsep kebudayaan massa, penjelasan definisi dari kata love hotel serta konsep empat fenomena dalam kebudayaan massa Jepang. Hal yang dianalisis memfokuskan pada eksistensi love hotel di Jepang serta perkembangan tempat penginapan yang merupakan asal usul dari love hotel. Penelitian menggunakan metode

analisis deskriptif dengan pendekatan ekstrinsik, melalui tinjauan kepustakaan. Tujuan penulisan jurnal ini adalah untuk menjelaskan eksistensi dan perkembangan love hotel di dalam budaya Jepang kontemporer.

Dari

hasil penelitian dapat disimpulkan keberadaan love hotel di wilayah Jepang telah memberikan suatu nuansa yang berbeda dari hotel pada umumnya di dalam budaya Jepang kontemporer. Keunikan yang ditawarkan love hotel

dapat membuat hotel tersebut tetap bertahan sampai sekarang di Jepang.

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This journal discusses the phenomenon of love hotel in contemporary Japanese culture. This discussion uses the concept of mass culture, the definition of the word love hotel and the concept of four phenomenon in Japanese mass culture. The analysis will focus on the existence of love hotel in Japan and the development of the inn which is the origin of love hotel. This research uses the method of descriptive analysis with extrinsic

approach, and literary study. The purpose of this journal is to explain the existence and development of the love hotel in contemporary Japanese culture. The result of this journal concludes the existence of love hotel has provided a different feel from the hotel in general ini contemporary Japanese culture. Beside that, the uniqueness that offered by love hotel makes the hotel still exist until now in Japan. ;This journal discusses the phenomenon of love hotel in contemporary Japanese culture. This discussion uses the concept of mass culture, the definition of the word love hotel and the concept of four phenomenon in Japanese mass culture. The analysis will focus on the existence of love hotel in Japan and the development of the inn which is the origin of love hotel. This research uses the method of descriptive analysis with extrinsic

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