

# Video game crash 1983: pengaruh nintendo dalam lahirnya video game culture dan pengaruhnya terhadap soft power Jepang = Video game crash 1983: nintendo's influence in the creation of video game culture and Its subsequent effect on Japan's soft power

Leonardus Christianadi, author

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## Abstrak

Penelitian ini membahas bagaimana ekspansi yang dilakukan Nintendo ke Amerika Serikat membantu pembentukan video game culture dan secara subsekuen pengaruhnya terhadap soft power Jepang. Penelitian ini bertujuan untuk menjelaskan seberapa besar pengaruh Nintendo dalam industri video game secara global, dan bagaimana satu perusahaan Jepang dapat meningkatkan brand image serta soft power Jepang di mata dunia. Kesimpulan yang dapat ditarik adalah industri video game di Amerika Serikat mungkin tidak dapat bertahan hingga sekarang tanpa keberhasilan Nintendo, dan revitalisasi yang dilakukan oleh Nintendo berhasil memberi Jepang satu saluran untuk memperkuat soft power mereka di bidang kultural.

.....This thesis aims to explain how Nintendo's expansion to America's video game market helped pave the way for the creation of video game culture, and subsequently the effect it has on Japan's cultural soft power. This research intends to show how big the effect Nintendo has on the modern global video game industry, and how one Japanese company can help improve Japan's brand image and cultural soft power on the global scale. This study concludes that without Nintendo, the revitalization of America's video game industry may not have happened and it may not have survived until now, and also how Nintendo's revitalization of America's video game industry actually helped in creating a media through which Japan can strengthen its cultural soft power on a global scale.