

Judul:

Glokalisasi budaya dalam Webcomic: Studi Mengenai Webcomic 7 wonders =
Cultural glocalisation in Webcomics: A Study on the Webcomic 7 wonders

Pengarang/Penulis:

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Subjek:

Globalisation was deemed to have the most consequential impact in human history, especially in social relationships and structures. As globalisation leads to different cultures intersecting, some cultures may start to create a hybrid. Glocalisation exists when a local culture is mixed with a popular culture. Looking at webcomics, this paper aims to analyse the adaptation of Korean manhwa in Webtoon as a part of glocalisation in an Indonesian webcomics titled "7 Wonders". This research paper will use qualitative content analysis for data collection and adopts an interpretive paradigm. The presence of glocalisation in the Webtoon series "7 Wonders" can be identified in the usage of local Indonesian culture as the content of the series. Meanwhile, the layout and style largely adopts that of the popular Korean culture. Based on the findings, the presence of glocalisation can be seen in the Webtoon series "7 Wonders" through the mixture of Indonesian and Korean culture within the series. The series adopts the style and layout of popular Korean manhwa; While enriching the content with local culture.

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Penerbitan:

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