

A. INTRODUCTION

Manga and anime are allegedly the spearheads of Japan's economic growth (Ryall, 2023). Manga and anime are the most popular means of entertainment today and are recognized as pop culture (Dalil, 2016). The massiveness of this industry can be seen in the number of people from all over the world who follow the development of Japanese animation during coronavirus pandemic (Brzeski, 2022). In general, anime is a Japanese animation whose style is recognizable to a layperson who is not an artist. Anime refers to animated series or television shows that are often adapted from manga (Thomas, 2012). If defined, manga is an illustrated and black and white written work that is read from left to right, whether it is in physical or digital form. On the other hand, anime can be said to be Japanese animation, which is characterized by its animation style, which is smooth and colorful. People who make manga are called mangaka, and when mangaka has made his work, then usually the work will be adapted as anime by animation studios. That is why manga has an earlier story than anime, and many viewers only enjoy anime without reading the manga to avoid spoilers.

In terms of marketing, Thomas (2012) states that the target market of manga and anime is quite different from the target market of comic books or cartoons in the United States and Europe. The diversity of the target market shows that anime and manga are more adaptive and flexible. They can be watched by everyone, regardless of gender, age, or personal interests such as hobbies. Therefore, many animes are about personal things that include human hobbies, such as animes about basketball, volleyball, and soccer. In addition to raising personal matters, some animes also have a very large number of episodes, which can even reach hundreds of episodes. Anime itself, when running, is routinely released every week with a duration of 20 minutes. Anime can reach hundreds of episodes, and when an anime reaches that number, automatically many militant anime lovers who have followed their favorite anime from the first episode will continue to watch faithfully for years, and *One Piece* is one of the anime with the most episodes.

One Piece is a highly popular anime at the moment. The story of the anime that has aired since 1999 is still continuing and has reached more than 1000 episodes.

Created by Eiichiro Oda, this masterpiece tells the story of a young man named Monkey D Luffy, who dreams of becoming a pirate king and getting the treasure left behind by the previous pirate king Gold Roger, called "*One Piece*." *One Piece* introduces the intriguing concept of "devil fruits," which grant extraordinary powers to those who consume them but at the cost of losing the ability to swim. Luffy, the protagonist, acquired the rubber-like abilities of the "gomu-gomu" fruit. Beyond his physical strength, Luffy is renowned for his inspiring leadership. Rather than seeking wealth or fame, he assembles his crew through shared adventure and the pursuit of dreams. Luffy's unique ability to recognize and value both physical and mental strength allows him to gather individuals with diverse skills and unwavering determination. In forming his pirate group, Luffy's rhetoric often emphasizes the value of friendship and loyalty as important aspects in dealing with various obstacles that come. By using rhetoric as well, Luffy's charisma can radiate and become a powerful weapon to gain the trust of the crew and form his amazing pirate group.

One Piece, an anime created by Eiichiro Oda in 1999, has gained the attention of the global community. This global phenomenon has unsurprisingly attracted researchers to make *One Piece* an object of academic research, and various studies have applied *One Piece* to be analyzed in various different ways. This current study can be useful for future research that aims to investigate *One Piece* from a linguistic perspective. This is because this article bridges the gap between popular culture and academic discourse, which is significant to be studied. By using Burke's (1969) theory, this article contributes to broaden readers' comprehension of the role of rhetoric in shaping individual behavior and communication, specifically in the context of Luffy's character in the *One Piece* anime. This article also presents a fresh perspective in anime analysis by showing how the linguistic tool such as rhetoric can be applied to determine a person's character, so that this article can be a model for future research studies that explore character rhetoric in other media forms. Therefore, this study aims to examine the representation of Luffy in the recruitment using his rhetoric as a tool through dramatistic pentad and conclude the characteristics of Luffy throughout the *One Piece* anime.

Rifqi Yanda Pratama, 2024

LUFFY'S REPRESENTATION THROUGH HIS CREW RECRUITMENT IN ONE PIECE ANIME: A DRAMATISTIC PENTAD ANALYSIS

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu