

## Abstrak

### **Wisnu Hatami. (1502490). Dampak Budaya Populer *Anime* Jepang dalam Era Digital Terhadap Rasa Kebangsaan Warganegara Muda Indonesia.**

Penelitian ini menjelaskan tentang dampak budaya populer *anime* Jepang di era digital terhadap rasa kebangsaan warganegara muda Indonesia. Globalisasi membuat hidup semakin mudah, termasuk tentang bagaimana mendapatkan informasi. Dengan era digital, manusia dapat dengan cepat mendapatkan informasi dari negara lain serta penelitian tentang globalisasi dan rasa kebangsaan selalu berkembang. Jepang telah dikenal sebagai negara maju yang tetap mempertahankan dan memelihara budayanya. Selain memelihara budaya tradisional, Jepang juga mengembangkan budaya populernya. Budaya populer Jepang tersebut telah berhasil menarik perhatian masyarakat internasional. Penelitian ini menggunakan studi fenomenologi tentang budaya populer *anime* Jepang pada Association of Highschool Nihon No Kurabu (Soshunbu) Bandung. Jumlah informan dalam penelitian ini sebanyak tigabelas orang dan proses pengumpulan data menggunakan teknik wawancara, observasi dan studi dokumentasi. Hasil penelitian mengungkapkan bahwa proses budaya populer Jepang di era digital dalam mempengaruhi rasa kebangsaan warganegara muda Indonesia adalah: penggemar *anime* telah mengenal *anime* Jepang sejak dini, televisi berperan penting dalam mengenalkan budaya populer *anime* Jepang kepada warganegara muda Indonesia. Budaya populer *anime* Jepang menjadi awal dari kesukaan terhadap Jepang sehingga mempengaruhi rasa kebangsaan warganegara muda Indonesia. Perubahan sikap terjadi mulai dari lebih mengikuti perkembangan Jepang, mulai menyukai budaya Jepang lainnya, serta gaya hidup meniru Jepang. Solusi untuk dampak yang ditimbulkan adalah memberi ruang bagi warganegara muda, mengarahkan untuk meniru nilai yang baik dari Jepang, serta menanamkan kesadaran bahwa Pancasila sebagai *center of values* dari negara Indonesia.

**Kata Kunci:** Budaya populer Jepang; *anime*; era digital; nationalism; warga negara muda

## Abstract

### **Wisnu Hatami. (1502490). The Impact of Japanese *Anime* Popular Culture in Digital Era on Indonesian Young Citizens' Nationalism**

This research explains the impact of Japanese *anime* popular culture in digital era on Indonesian young citizens' nationalism. Globalization makes life easier; it is also about getting information. In digital era, people can quickly get information from other countries, moreover, researches on globalization and nationalism are always expanding. Japan has been renowned as a developed country that retains and maintains its culture. It is not merely about maintaining traditional culture, Japan also develops its popular culture. Japan's popular culture has attracted the attention of the international community. The present research uses a phenomenology study on Japanese *anime* popular culture at the *Association of High school Nihon No Kurabu (Soshunbu) Bandung*. The number of informants in this study was thirteen people. The data were collected by interview, observation, and documentation. The results reveal that the processes of Japanese *anime* popular culture impact in digital era on Indonesian young citizens' nationalism are: *anime* fans' have been familiar with Japanese *anime* since early childhood, television plays an important role in introducing Japanese *anime* popular culture to Indonesian young citizens. Japanese *anime* popular culture becomes the initial part of being attracted to Japan and its culture, thus it affects Indonesian young citizens' nationalism. The changes are reflected in several things; (1) following Japanese culture development, (2) being interested in other Japanese cultures, and (3) imitating Japanese lifestyle. The solution proposed to prevent negative impact of those practices is providing more spaces for young citizens and directing them to select the exact good value of Japan. Moreover, it is important to make Indonesian young citizens aware that *Pancasila* is the center of values of Indonesia.

**Keywords:** Japanese popular culture; Anime; digital era; Nationalism; Young citizens