

ABSTRACT

Otaku is a technical term for obsessive fans, a phenomenon that is being widespread from Japan to worldwide. There are a lot of types of otaku, such as: train-otaku, gundam-otaku or boys-love story otaku, specifically called as fujoshi (lit. rotten woman). One of the fujoshi prominent activities is visiting butler cafe, a place that provided a role-playing servant mode. The subject of this research is fujoshi and their activity as butler cafe visitor, focused in Surabaya, East Java. Those respondents with age range between 18-25 years old, showing an activity of textual poaching where fan re-creates the original to their own imagination. The purpose of this study is to provide information about textual poachers in cultural studies, especially in a youth activity in visiting butler cafe and its connection with popular culture practice. The method of this research is qualitative, through interviewing the producers and customers from 2 butler cafes in Surabaya. The result that is obtained from this research is: Surabaya otaku girls doing their activity in visiting butler cafe as an escape from a busy 'real life' that heading them as a part of society. This condition is considered as new subculture that is emerged and organized. It is recommended for researchers who are interested in conduct research using textual poachers and their practice, that personal approach to the respondent is important to be noted. By creating good communication, the data obtained will be easier and more accurate.

Keywords: textual poachers, yaoi, fujoshi, otaku culture, butler cafe

CHAPTER 1

INTRODUCTION