

IR – PERPUSTAKAAN UNIVERSITAS AIRLANGGA

THESIS

**COSPLAY PHENOMENON:
INTERACTING, LIVING AND CREATING SELF-IDENTITY THROUGH
PLAYING
(THE CASE STUDY OF COSPLAYER IN INDONESIA)**



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ABSTRACT

This study originated from my interest in a modern phenomenon spreading throughout the world which is also popular in Jakarta and other major Indonesian cities. It is called cosplay, a term used to describe costume fandom, a kind of hobby, activity and entertainment to demonstrate a changed personality and show off unique costumes among adolescents at cosplay conventions where individuals are costumed as fictional characters. This study was conducted to see the communication process that occurs in the formation of cosplayer identity and the role of cosplaying in communicating the identity.

The study is devoted to the case study of the cosplayer in Indonesia and the activities practiced by University students and young employees, who are involved in cosplay and the related events. Here, cosplaying has become a universal attraction in the last two decades. Cosplayers and cosplay events are in the centre of increasing public attention, attracting fans and followers, making Indonesia one of the largest centers in Southeast Asia where import and consumption of Japanese popular culture produce is welcomed and in great demand. Getting to know this particular subculture, we can realize how Japanese popular culture is globalized and then localized, how it is used as a form of Japanese soft power for cultural dissemination.

The present research is a qualitative study that employs critical constructionism, case study for its method, and collects data from in-depth interviews, photography, social networks, direct participant observation and document studies.

Based on the research conducted, it has been discovered that the identity of cosplayers is encouraged by a variety of motives including pop culture, business, creativity, interaction, communication, and curiosity about the phenomenon. The informants disclose the meaning of cosplay as a venue to express themselves and actualize their identity to another.

Keywords: cosplay, cosplayer, identity, Japanese pop culture, youth

STATEMENT

I, the undersigned, solemnly certify that all statements in this Thesis:

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are the result of library research, literature research and my own work under the guidance of the Advisory Lecturer determined by the Chairman's Decree of the Media and Communication Studies Master Programme at the Communication Department at Airlangga State University, Surabaya. This thesis has never been submitted to obtain a Bachelor's or a Master's degree in similar programs at other universities. All the information, data and the results the processing used, have clearly stated the source and can be checked for correctness.

Surabaya, December 28, 2022

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