Weeb Student Self-Concept Due to Action Anime (Case Study of Weeb Student of Syekh-Yusuf Islamic University Tangerang)

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Abstract. *Developments in technology and information make it easier for people to access the internet, such as watching movies or dramas online through several platforms, one of which is currently popular is anime. This anime phenomenon has penetrated various circles of adults, teenagers, to children. As a result, from watching anime, many people change their self-concept and behavior to be the same as anime characters. This study aims to elaborate on the formation of the self-concept of a weeb or anime lover in everyday life. The research method used is a descriptive qualitative method with a case study approach. Data collection was done by interviews and observations. This research focuses on how individuals or weebs find their identity and concepts in themselves after watching anime films. This research applies Sven Windahl's theory of uses and effects. The results showed that this self-experience encouraged subjects to learn Japanese and also gave freedom to imagine and interacting with their favorite anime characters.*

Keywords: Communication, Self Concept, Anime, Symbolic Interaction

INTRODUCTION

The development of technology has brought transformation over time. It can be seen that from the time before the existence of the internet to the rapid development of complex internet technology as it is today. Such developments will make a difference in the way we communicate (Pratiwi & Pritanova, 20). Thanks to technological advancements, we can easily access various information according to our needs, one of which is watching movies. The film is one of the mass media that can convey messages and target many different audiences in terms of religion, ethnicity, status, age, and place

of residence. It can act as an acquisition channel for a particular message. By watching movies, we can get information and images about a selected fact or reality (Aidil, 2019).

Lately, many teenagers and adults liked animated films from Japan, commonly known as anime. This Japanese-made cartoon or cartoon film is very popular in Indonesia. Because anime has an important role as a means of strengthening bilateral relations between the two countries, although anime was first introduced to Indonesia, it has not shown its influence. However, over time, anime was able to become a form of cooperation between Japan and Indonesia. So that anime was able to change the views of Indonesians who saw Japan as a colony, but not so when anime began to be accepted, and finally Japan was seen as friendly to maintain its culture, then it was well received during the New Order government. Its culture has so far been widely accepted by the people of Indonesia (Audria, 2019).

Anime has many different genres, such as action, romance, life reality, comedy, sports, and more. Anime audiences are also divided into categories. In general, anime target audiences are divided by age and gender, for example (1) Shōnen with teenage male audiences; (2) Shōjo with underage female viewers; (3) Seinen with an adult male audience; (4) Josei with an adult female audience; and (5) Kodomo with its children's audience segment (Rahadiani, 2023).

Previous research written by Hanifah Nurdin entitled "Message Analysis and Impact of Action Anime Genre on Students of Ar-Raniry State Islamic University Banda Aceh" suggested that anime affects the lifestyle of students in activities, studying, dressing, talking, eating, and psychologically, when they like it, carried away by the story, imitating Japanese culture and following some actions carried out by the cartoon characters. In addition, there is a study written by Ulivana Restu Handaningtias with the research title "Communication Events in the Formation of Anime Otaku Self-Concept" which shows that these self-experiences encourage subjects to seek communities that allow them to imagine and interact freely with their favorite cartoon characters. From the two previous studies studied, there is a difference with this study, namely that this study focuses on how self-concept is formed after watching action anime.

The frequency of watching action genre anime changes the minds and opinions of the audience. Some like to be called crazy, and some don't (Nurdin et al., 2023). As reported by Kompas.com in July 2021, a 59-year-old man killed his parents in anger at being bullied while watching anime. The suspect stored the victim's body in a refrigerator or freezer. The suspect did that out of stress taking care of his father and mother. And it turns out that the suspect is a madman and psychopath who kills people because he is inspired by action cartoon characters.

Although UNIS students do not murder due to watching anime, based on pre-research observations, UNIS students who love action genre anime have bad habits. Bad habits shown such as speaking rudely using Japanese or Indonesian, lack of socialization, hallucinating, dressing, and using accessories worn by the characters in the anime. With a qualitative approach, this study resulted in findings that anime lovers of this action genre have high imaginative power after watching for a long duration.

METHOD

The method used is qualitative with a case study approach. This method was chosen because the problem studied is a social and dynamic problem that cannot be measured using numbers. The primary data source in this study is anime fans who are members of the community or not members of the community, obtained through interviews and

observations. Secondary data sources include books or references relevant to the research theme, which are obtained through documentation and literature studies with the help of print media and internet media as well as field notes when researchers make observations. The object of this research is one of the 6th-semester students majoring in Communication Sciences, Syekh-Yusuf Islamic University, Tangerang.

The selection of informants is carried out by purposive sampling techniques, where informants are selected based on characteristics that meet the requirements set by the researcher, then the researcher obtains informants from the researcher's friends, social media, and informants. This study used data collection techniques including observation, interviews, and documentation. The validity of this study uses the source triangulation technique, which is by comparing and checking data with various sources to be more reliable if it is extracted from different data sources. The source of data referred to here is the primary data source, namely data obtained from informants using interviews and observations. The data analysis technique in this study uses Miles and Hubberman's interactive analysis model, which is an analysis that is carried out continuously until the data becomes saturated. This analysis process goes through four stages, namely the stage of data collection, data reduction, data presentation and the last is concluding.

This research uses the theory of uses and effects. The theory of uses and effects is a theory that explains the relationship between mass communication delivered through mass media, which causes an effect on users of the mass media. This theory focuses on fulfilling a particular function related to an existing expectation. This theory was first put forward by Sven Windahl in 1979. This theory is a synthesis of the previous theory of traditional uses and gratification theory of effects. The uses and effects theory assumes that individual characteristics, expectations, and perceptions of the media, and the degree of access to the media, will lead individuals to the decision to use or not to use mass media content. The theory of uses and effects places more emphasis on the individual need to just be the one that causes (Adawiyah, 2020).

So the theory of uses and effects is a theory that explains the relationship between mass communication delivered through mass media, which causes an effect for users of the mass media. Examples of use and effects theory can be seen from the habit of someone watching or listening to mass media in an individual's daily life, for example, the habit of people watching Korean dramas that cause an effect of what is seen. In this study, the basic principle contained is, that mass media users get an effect after using certain mass media. The mass media that is of concern to researchers is the action genre anime film. This study explains the effects caused by an anime fan after watching action genre anime.

Self-concept can be broadly defined as a person's beliefs, views, or judgments about themselves. A person is said to have a negative self-image if they believe and see themselves as weak, helpless, incapable of doing anything, incompetent, failed, unhappy, unattractive, hated, and not interested in enjoying life (Fitriawati, 2016). The dimension of self-concept can penetrate his opinions and judgments about himself. The penetrated dimension of the self-concept dimension includes the physical self, the individual self, the family self, the moral-ethical self, and also the social self-resulting from interactive processes experienced and taking place in everyday life. Aspects of self-concept such as gender, religion, ethnicity, education, experience, and physical appearance, are internalized through statements from others (feedback) that confirm those aspects to the other, thus forcing the person to behave according to the one generated (Yulian, 2019).

Everyone lives their lives, of course, it cannot be separated from the communication process carried out. In the communication he does there is interaction between

individuals, so it requires symbols as a tool to exchange messages. This symbol can be either verbal or non-verbal. These messages certainly contain meanings that are understood by individuals who interact during the communication process (Wijayadiningrat, 2020). This research will describe how the formation of the self-concept of an action-genre anime fan and what changes fans experience after watching action-genre anime.

DISCUSSION AND RESULTS
Anime

Indonesia is the largest Japanese popular culture fandom in Asia. Due to cultural globalization, in Indonesia, there are popular cultures from Japan such as dorama, Japanese music, manga, cosplay, and anime. Of all these, the most popular are cosplay, manga, and anime or Japanese cartoons.

Anime can attract the attention of many Indonesian people from children and even adults, as one of the popular cultures, anime has factors behind it becoming popular. These factors include the following: The popularity of anime has increased interest in anime among the people of Indonesia, especially its fans. This is certainly a concern because anime's interest in Japanese popular culture causes the younger generation to become curious about Japanese culture rather than Indonesian culture itself. Even today most people who are already obsessed with one of these Japanese cultures have considered anime as a part of their lives, most of them are interested in watching anime because of its diverse, unique, creative, and funny stories.

Especially action anime or action genre anime, namely films that deal with exciting, tense, dangerous action scenes, murders, fights, shootouts, races, explosions, chases, races against time, and other actions. Action genre anime have a fast storyline. This genre always attracts many viewers to enjoy action genre films, because this genre is devoted to provoking the adrenaline of the audience, conflicts or problems that occur in action films are not only limited to physical battles of the characters but also about the inner conflicts experienced by the characters.

Impact After Watching Anime
  1. **Anime fans interested in learning Japanese**

Figure 1. Post of Interviewee's Work Source: Speaker's Instagram account (@erohkhumaeroh16)

In social life, many young people find creative ideas to learn new things to create works that can bring benefits to themselves. From the results of interviews that researchers have conducted, it turns out that watching anime can create creative ideas for anime fans in making works and learning new.

"After watching a lot of anime, I was also inspired to learn Japanese, and have attended Japanese free online classes several times. In addition, I have also attended N5 paid Japanese classes for one month, where classes are held online through meet and 3 meetings a week."

From the results of the interview excerpt above, the resource person who is one of the students of Syekh-Yusuf Islamic University Tangerang admitted that he was inspired to learn Japanese by taking intensive Japanese online classes up to the N5 level which is the basic level in testing the understanding and use of vocabulary, basic grammar, as well as hiragana, katakana, and basic kanji. N5 is one of the levels of the Japanese Language Proficiency Test (JLPT), an internationally recognized Japanese language proficiency test.

2. **Anime motivates him in living his life so far**

"In addition to action, I also like the genre about the spirit of life where the character never gives up under any circumstances, and that can motivate me in life."

Then the obsession of this female student who also calls herself a weeb towards this action genre anime because this film teaches the spirit of life where the main character in this genre anime never gives up under any circumstances, so this is what always motivates her in living her life so far.

3. **Anime has an effect on imagination and emotions**

Figure 2. Speakers Watching Anime Action genre. Source: Personal Documents

"For example, if I finish watching anime that has the power to shoot without using a weapon, he just talks about it and shoots that person. Now that's sometimes I think I want to have that kind of power."

But he also feels a negative impact after watching anime, especially the action genre with a long duration, there is a high imaginative effect produced by watching it such as when watching anime with characters who have superpowers, there is a desire and hope from the source to have the same power and this is even

more passionate when there is a relevant event that occurs in real life. Although it didn't last long because the source was able to control himself, sometimes there was also verbal communication that occurred spontaneously and was related to the action anime watched by the source.

In this case, the media can give an effect to the audience to create creative ideas through anime shows. Therefore, through case studies that have been conducted by researchers, the theory used in this study is "Uses and Effects" proposed by Sven Windahl. This theory assumes that individual characteristics, expectations, and perceptions of media, and the degree of access to media will lead individuals to decisions to use media content that has been exposed for a long period.

According to Sven, knowledge of media use and its causes can predict the outcome of a mass communication process. If the content of the media is the main cause of the results, then this is referred to as effect. But if media users are the main cause of the results, then this is called consequences. These consequences or consequences eat if after using the media and its content an individual is satisfied by accessing the media. The use of media and media content simultaneously will cause a result called consequences or a combination of consequences and effects.

Of course, excessive things will be a bad thing. Often watching action genre anime causes the mindset and perspective of lovers to vary. Some like it so much that it is called a maniac, some are not.

CONCLUSION

Anime that has many fans in Indonesia signifies the entry of foreign cultures that can cause Indonesian cultural values to fade if this continues and is consistent. A lifestyle that tends to imitate Japanese culture can eliminate interest in one's own culture.

The influence that has been caused by watching action genre anime for a long time causes the mindset and point of view of the audience to cause different reactions, but in the case study obtained, action genre anime lovers have high imaginative power, especially after watching a long duration (marathon film). This can be manifested in cognitive, conative, and affective behavioral lifestyles such as being excited if you discover new anime and having the view that Japanese anime is a movie that will be watched to give a positive message and impression in life and ignore negative behaviors that exist in viewing.

So there is a need for boundaries for society to be able to filter or select outside cultures that enter and self-control that must fortify themselves when they have entered the phase of obsession with anime to still be able to balance between likes and obligations as humans. The suggestion for future research is to research more about what factors cause changes in one's lifestyle and mindset after watching anime.

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