



MJ

Multidisciplinary Journals

Volume 1 Issue 1, 2024

ISSN (online) :

Homepage : <https://jurnalunived.com/index.php/MJ>

Doi : 10.37676/mj

One Piece Anime As Popular Culture (Study On Millenials In Bengkulu City)

Ronalds Anjrelia Geronimo ¹, Saptari ², Yanto ³

^{1,2} Universitas Dehasen Bengkulu

¹ e-mail: yantogoyo@unived.ac.id

Received [01-01-2023]

Revised [30-01-2024]

Accepted [26-02-2024]

Abstract. This study aims to find out One Piece Anime so that it becomes popular culture among millennials in Bengkulu city. This study used communication theory, anime theory, cultural theory, popular culture theory, and millennial theory. This study also used qualitative research methods. Data collection techniques in this study using the method of observation, interviews, documentation. In general, the results of the study conclude that how One Piece Anime becomes Popular Culture among Millennials in Bengkulu City which has been going very well. Based on the reciprocity of communication flows and cultural trends that arise in society created by One Piece anime fans which can exchange information and spread the culture. Thus, it makes people can accept the existence of this culture. Many people also follow cultural trends, for example imitating styles like characters in anime. For example, Monkey D Luffy who has a spirited character that doesn't complain, always fights to the maximum, makes friends with any race. This character can be applied in everyday life and affects the social community. Likewise with fashion, such as clothes, hairstyles and accessories, for example the shirt that Luffy wore in the Deseirosa Arc.

Keywords: *Anime, Popular Culture, Bengkulu*

INTRODUCTION

Talking about communication cannot be separated from talking about what it contains. Includes pop culture trends, communication styles, lifestyles, and clothing styles taken from cultures other than those used in society. As well as the emergence of popular culture and changes in existing cultural values. Learning about popular culture cannot be separated from people's daily entertainment needs. This culture includes all daily activities, clothing styles, communication styles, and the latest forms of entertainment. Popular culture has become an important element to accommodate one's style and lifestyle to follow Jaasan. In general, citing Rahayu (2016: 22-23), the existence of communicative contact through language facilitates pre-cultural processes or changes. Wasted cultural transmission will not occur. It cannot be denied that Japanese pop culture is featured in anime.

Japanese animators provide creativity and ideas contained in the animation they create and provide very high quality. They created very detailed animated characters that were very attractive to the Kikiwaico.2018 audience. The curiosity to guess the plot is always a topic of conversation among anime fans, commonly known as IMO, short for In My Opinion. However, viewers rarely watch anime series on TV issued by the Indonesian Broadcasting Commission (KPI). As a result, anime fans started searching for anime shows, especially through websites that offer anime and manga shows, Like samehadaku, oploverz, animeindo. <https://mamikos.com/info/link-nonton-streaming-one-piece/>. Anime lovers can also find it in various content, including YouTube content. However, currently, as a media-related factor, foreign culture entering Indonesia has influenced the audience to approach the audience with



ideas and take advantage of innovations that are easily disseminated in Indonesia, and popular culture in all circles can become a program run by an organization or individual.

One Piece is a Manga and Anime that tells about the adventures of a group of pirates in search of the legendary treasure, One Piece. One Piece was created by Eiichiro Oda in August 1997 in Shueisha's Shonen Jump and is still continuing. The anime version began making in October 1999 and has now reached more than 500 episodes.



Figure 1 Anime

Currently, the One Piece anime film in the city of Bengkulu is very popular among millennials, to the point that it has become popular culture. And the phenomenon that is occurring makes millennials follow this culture, such as the way of speaking, thought patterns, hairstyles and clothing styles (fashion).

LITERATURE REVIEW

Communication

Communication or "communication" comes from the Latin word "communis". Communis or in English, "common" means the same. When we communicate "to commune", this means that we are in a state of trying to create a "commonness" in terms of attitude with someone. So, the meaning of communication is as a process of "contacting" or "making connections" (Rosmawati, 2010: 17).

According to Wood (2013:3) communication is a process, which means it is ongoing and always moving, moving forward and changing continuously. It's hard to say when communication starts and stops because what happens long before we talk to someone can influence interactions, and what occurs in a particular encounter can continue into the future. We cannot freeze communications at any time. Wood (2013:4)'s definition of communication also emphasizes the role of symbols, which include language and nonverbal behavior, as well as art and music. Something abstract means something else can be a symbol. According to Lasswell, the communication process can be explained very well by a simple statement: "who says what to whom in what channels with what impact" (Rosmawati, 2010: 17). According to Hermawan, communication is a process of conveying information (messages, ideas) from one party to another party so that mutual influence occurs between the two (Rosmawati, 2010: 17).

Anime

According to Gilles Poltras, anime has two meanings, the first is a word used by Japanese people to refer to any animated film without paying attention to where the anime comes from. Second, the use of the word anime outside of Japan is an animated film that originates from Japan, so the definition of anime has two views, namely the view from Japanese people and the view from outside Japan, Japanese people call all types of animated films from all over the

world as anime, the opposite is true. with people outside Japan saying that anime is an animated film that is only made by Japan (Nugroho, Journal of Educational Psychology, 27, October 2016: 5).

According to Wulansuci (Thesis, 2010: 15-16) anime is an abbreviation of the word animation in English which is used by Japanese people to refer to animated shows. Currently, anime has become a word known outside Japan to describe Japanese animation or Japanese cartoons. Animation was first known in Japan in the 19th century, namely the Meiji era (1868-1912). At that time, Japan established relations with the United States and countries in Europe, so that new knowledge, including in the fields of art and media, entered Japan.

Culture

According to Sihabudin (2013:19-20) culture is a concept that arouses interest. Formally, culture is defined as a system of knowledge, experience, beliefs, values, attitudes, meanings and is passed down from generation to generation, through individual and group efforts. Culture reveals itself, in language patterns and forms of activity and behavior; communication style; material objects, such as houses, tools and machines used in industry and agriculture, types of transportation, and tools of war.

Culture is sustainable and present everywhere; Culture also relates to the physical form and social environment that influences our lives. Our culture definitely influences us from the womb until death and even after we die, we are buried in ways that suit our culture. Culture is learned not inherited genetically, culture also changes when people relate to one another (Sihabudin, 2013:19-20). This means that culture and communication cannot be separated, because culture not only determines who talks to whom, about what, and how communication takes place, but culture also determines how people encode messages, the meaning they have for messages and the conditions for sending, paying attention, and interpret messages. In fact, our entire repertoire of behavior depends largely on the culture in which we were raised. Consequently, culture is the basis of communication. If cultures are diverse, then communication practices will also be diverse (Sihabudin, 2013:20).

According to Nasrullah (2012:15) culture is basically values that emerge from the process of interaction between individuals. These values are recognized, either directly or indirectly, over time in the interaction. Sometimes this value even occurs in the individual's subconscious and is passed on to the next generation. According to Budyatna (2012:34) culture is a word that is commonly known to people, but the exact meaning of this word is difficult to understand or difficult to understand. A useful definition as proposed by Geert Hofstede (2005) is that culture consists of shared mental programs that determine individual responses to their environment. Every person has within themselves patterns of thinking, feeling and acting that are potentially learned throughout their lives. Most of these things have been acquired since childhood, because at that age a person is easily influenced to learn and assimilate. Once certain patterns of thinking, feeling and acting have been formed in the human mind.

Millennials

Millennials (also known as Generation Y, Gen Y or Millennial Generation) are the demographic group following Generation the beginning of the birth of this group and the mid-1990s to the early 2000s as the end of the birth. Millennials are generally the children of the older Baby Boomers and Gen-X generations. Millennials are sometimes referred to as "Echo Boomers" due to the 'boom' (large increase) in birth rates in the 1980s and 1990s. Fortunately in the 20th century the trend towards smaller families in developed countries continued to grow, so the relative impact of the "baby boom echo" was generally not as great as that of the post-World War II population boom.



METHODS

The type of research used is a descriptive method with a qualitative approach. According to Hikmat (2011:37-38) qualitative methods are research procedures that produce descriptive data in the form of written or spoken words from people and behavior that can be observed. Qualitative methods are used with several considerations: First, adapting qualitative methods is easier when dealing with multiple realities. Second, this method directly presents the nature of the relationship between researchers and respondents. Third, this method is more sensitive and more adaptable to the many sharpening collective influences and value patterns encountered. Qualitative research develops designs that are continuously adapted to realities on the ground; You don't have to use a design that has been arranged strictly or rigidly, so that it cannot be changed again. The qualitative approach focuses attention on the general principles that underlie the manifestation of meaning from social phenomena in society. The object of analysis in a qualitative approach is the meaning of social and cultural phenomena by using the culture of the society concerned to obtain an overview of certain categorizations (Bungin, 2006: 306).

The study targets of a qualitative approach are patterns that apply as general principles that live in society. These symptoms are seen from independent units in a rounded and comprehensive unity. So the qualitative approach is often referred to as a holistic approach to a social phenomenon (Bungin, 2006:306). According to Bogdan and Taylor in (Moeleong, 2007:7) qualitative descriptive research will produce descriptive data in the form of words or verbal expressions from people and behavior that can be observed.

According to Kriyantono (2006:63) qualitative research is research carried out using statements and data that are only categorized. The conclusion from the statement above is that the qualitative research method is a procedure that is based on human observation and other factors, as well as people in the environment by producing data that describes something as it is, in the form of oral or written statements.

RESULTS

Levels of pleasure

In interviews with informants, the author found out the informant's level of liking for the anime. And according to Akbar, his level of liking for the One Piece anime is "I really like it because I watched this anime when I was in elementary school on television, and started to get very enthusiastic when I was in college in 2010." (interview 29 September 2021)

Meanwhile, according to Mardiyansah, just like Akbar, his level of liking for the One Piece anime is "I really like it, even though I only watched this anime in 2019, but I am so enthusiastic that I have followed every episode from the first until now." (interview 29 September 2021)

According to Adit, his liking for this anime is "I really like this anime. I have also watched this anime since elementary school on television, until now, I am still actively watching this anime." (interview 18 November 2021) There are many interesting things in Anime One Piece, according to Akbar, the interesting thing about the anime is "The storyline and meaning in the anime, which makes me interested in waiting for the next episode." (interview 29 September 2021) Meanwhile, Mardiansyah said that the interesting things in the One Piece anime were "Each character has different devil fruit powers." (interview September 29, 2021)

According to Adit, the interesting things in the One Piece anime are "the story, storyline and film concept". (interview 18 November 2021) From the results of the interview above regarding the level of liking, the informant's level of liking for the Anime One Piece is that they really like and are enthusiastic because they have watched this anime since they were in elementary school and there are many interesting things in this anime. Level of Understanding: 1000 episodes of the One Piece Anime have been broadcast with various storylines, according

to Akbar, the storyline of the One Piece Anime is like "It doesn't make it boring, because there are no flashbacks that are too far away and all the episodes are very connected." (interview 29 September 2021) Meanwhile, according to Mardiansyah, the storyline of the One Piece Anime is "very interesting, and not boring". (interview 29 September 2021) And according to Adit, the storyline of the One Piece Anime is like "Every trip you make new friends, and you get it on every trip, in every fight you always have practice and learn new skills. From Zero to Hero." (interview November 18, 2021)

From the results of the interviews above, the level of understanding of the informants regarding the Anime One Piece is that they really understand the storyline of the anime and as a result of the researcher's observations, they can tell the storyline by rote.

Adaptation

Every animation or film can sometimes inspire someone and want to adapt it to everyday life. According to Akbar, the One Piece anime must be adapted to everyday life, "only a few can be adapted to the real world, because the film is fictional". (interview 29 September 2021) And according to Mardiansyah, he said that almost the same as Akbar, the adaptation of the anime was "only a few, because this anime is fantasy". (interview 29 September 2021)

Meanwhile, according to Adit, the adaptation of this anime in everyday life is "only a few because this anime is fictional". (interview 18 November 2021) There are many interesting things in the One Piece Anime that can be adapted to everyday life, according to Akbar, things that can be adapted include "Teamwork, no betrayal, trying to the limit of one's abilities, and helping each other as I do in the world of society, work and organizations." (interview 29 September 2021)

And according to Mardiansyah, what can be adapted to everyday life is "helping others, tolerance between friends, working hard, and teamwork. I also adapted it within the scope of the organization. I served as head of the theater division. I worked hard with the team to create performance scripts". (interview September 29, 2021) Meanwhile, according to Adit, things that can be adapted to everyday life include "Friendship, kinship, solidarity in the team, not leaving friends under any circumstances. Like when I was at lectures and in the Skateboard community, I created a sense of friendship and family solidarity." (interview 18 November 2021) There are many interesting things in the One Piece Anime. Akbar said that the interesting things in the One Piece Anime are "The characters and the storyline". (interview 29 September 2021) And according to Mardiansyah it is the same as Akbar who is interesting in the Anime One Piece is "Characters and storyline". (interview September 29, 2021)

Meanwhile, according to Adit, the interesting thing in the One Piece Anime is "The characters and the storyline. It goes back and forth but it's connected, and unpredictable, lots of puzzles and mysteries." (interview 18 November 2021) From the results of the interview above, not all adaptations of One Piece Anime can be adapted, because this Anime is fictional and fantasy, but most informants adapt this Anime to everyday life with thought patterns, characters and habits.

Periodic

There are already various kinds of anime that are broadcast in this world, one of which is the One Piece anime. And it is possible that it will disappear from the trend in the world of anime. According to Akbar, the One Piece anime will not disappear from the anime world trend because "One Piece anime has a story and point of view that makes people interested and hard to forget." (interview 29 September 2021) According to Mardiansyah, it will not disappear from the anime world trend because "The anime has been broadcast for a long time from 1999 until now, and there are still many fans, and it's not boring." (interview September 29, 2021) Meanwhile, according to Adit, the One Piece anime will not disappear from the trend in the



anime world because "it is often watched, each arc is different, fans range from young to old." (interview November 18, 2021)Of the many anime in the world, there is definitely something called competition between anime which is determined by rating. According to Akbar, One Piece Anime is very capable of competing because "One Piece Anime has become a trendsetter, and has become an example for all new anime". (interview 29 September 2021) Meanwhile, according to Mardiansyah, the One Piece Anime is very capable of competing because "The One Piece Anime has been very trending from the past until now, and still reaches the first rating". (interview September 29, 2021)

According to Adit, this is also the case with Akbar and Mardiansyah because "Until now it still continues, the rating is always in the Top 10 Shonen Jump." (interview 18 November 2021)As time progresses, more and more anime appear and there are various kinds of fans. According to Akbar, the level of public liking for this anime is. According to my personal view, the level of liking for the One Piece anime, from young to old, still like One Piece. So logically One Piece is an anime that can be consumed by all groups except toddlers." (interview 29 September 2021) And according to Mardiansyah, the public's favorite thing about One Piece Anime is "One Piece Anime can be shown for all ages, from small children to the elderly". (interview September 29, 2021)

Meanwhile, according to Adit, the level of public liking for the One Piece Anime is "It can be watched by all groups except toddlers". (interview 18 November 2021) From the results of the interview above, this anime is periodic in age, because the only people who can watch this anime are children and adults except toddlers, and this anime's competition in the anime world can last a long time because the story is interesting and not boring, The story still continues to this day, and there are still many fans.

Cultural Adaptation

In the One Piece Anime, there are several cultures that can be brought into play. According to Akbar, the culture that can be brought from this anime is like "Tolerance between people of different races and different races, and tolerance of trust between friends, I apply this culture in the community, tolerant between people of different races and different races, for example there are those from the Rejang, Manna and other areas. other things, I never discriminate between them, and am also tolerant even of different religions." (interview September 29, 2021)

According to Mardiansyah, the culture that can be brought from the One Piece Anime is "Even though there are different races and ethnicities, we do not discriminate against each other, I am exposed to this culture in society and organizations, there are people of different religions in the organization, but we tolerate each other and do not discriminate against these differences." (interview September 29, 2021)

Meanwhile, according to Adit, the culture that can be brought is "Fashion for everyday life". (interview November 18, 2021)Of the many cultures in the One Piece Anime, Akbar said the culture he follows is "The culture of don't complain, keep trying to the maximum of your ability, I apply this culture in everyday life, for example at work I will try my best to complete the job." (interview September 29, 2021)Meanwhile, according to Mardiansyah, the culture that he follows from the One Piece anime is "Never give up, don't give up until the last drop of blood, I carry this culture in my life and when organizing and being artistic, I never give up on creating the work that I create" . (interview September 29, 2021)

According to Adit, the culture he follows is "Fashion, because I also have one of the clothes that Luffy wears in the Deserossa Arc". (interview 18 November 2021) There are various kinds of characters in the One Piece Anime. And it is not impossible for this character to become someone's reference, Akbar said that the character he uses as a reference is "Monkey D Luffy, because he has an attraction that makes people follow whatever actions he takes".

(interview 29 September 2021) And the character that Mardiansyah used as a reference was "Trafgar D Water Law, because this character has a calm soul, a smart brain, and can treat sick people and help others". (interview September 29, 2021)

Meanwhile, according to Adit, the character he used as a reference was "Vinsmoke Sanji, because Sanji is handsome, kind, prioritizes women and is good at cooking." (interview 18 November 2021) From the results of the interview above, cultural adaptations in anime are like habits that they carry in their daily lives, such as tolerance, helping fellow friends, working together and so on, and there are also those who adapt it to fashion, because there are several clothes that are produced from this anime, like the sunflower shirt Monkey D Luffy wore during the Deserriosa Arc.

Profit

While watching the One Piece Anime, there is definitely an advantage, according to Akbar, this advantage is "In material terms there is nothing, but in terms of entertainment I feel I benefit, because I am very entertained". (interview 29 September 2021) And in Mardiansyah's opinion, the advantage of watching One Piece Anime is "The advantage I get is learning, such as a systematic world government to bring down pirates". (interview September 29, 2021) Meanwhile, according to Adit, like Akbar, "Materially there is nothing, but in terms of entertainment, I benefit a lot." (interview 18 November 2021) There are benefits obtained by Akbar when watching One Piece Anime, such as "entertainment benefits". (interview September 29, 2021)

Meanwhile, according to Mardiansyah, the benefits he obtained were "giving each character a new mindset and perspective." (interview 29 September 2021) According to Adit, the profit he gets is "entertainment profit". (interview 18 November 2021) From the results of the interview above, the benefits obtained by the informant are entertainment benefits and the benefits of getting a new mindset and point of view from the anime.

Popularity Level

This One Piece anime is very popular throughout the world, and is also popular in Bengkulu City, according to Akbar's point of view. This One Piece Anime can be popular in Bengkulu City because "the storyline is easy for many people to understand". (interview 29 September 2021) According to Mardiansyah, this is the same as Akbar because "the storyline is easy for many people to understand". (interview September 29, 2021)

Meanwhile, according to Adit, One Piece Anime is popular in Bengkulu City because "Everyone already knows more or less about One Piece Anime. Because this anime has been broadcast since childhood until now." (interview 18 November 2021) It's not just the anime, of course there is a lot of culture in the anime that can be used to make it popular. According to Akbar, the culture in the One Piece anime can be popular in Bengkulu City because "many people like the anime, they like it so much that it has become a reference to the point that it has become popular culture." (interview 29 September 2021) And according to Mardiansyah it is the same as Akbar's opinion because "Many people like this anime to the point that it has become popular culture". (interview September 29, 2021)

Meanwhile, according to Adit, One Piece Anime Culture can be popular because "Many people like it, and there are many things that can be taken, especially the culture from this Anime." (interview 18 November 2021) From the results of the interview above, the level of popularity of this anime is very popular, especially in Bengkulu City because many people like it from children to adults and have used this anime as a reference until it has become popular culture.

Based on the results of interviews with the three informants, it can be ascertained that: Their level of liking for the Anime One Piece is very enthusiastic. Starting from discussing the



storyline, the characters, things that can be taken into everyday life, making one of the characters a reference, and what Of course, they took a lot of culture from the anime, such as characteristics, lifestyle, fashion and thought patterns to become Popular Culture.

DISCUSSION

Based on the results of interviews and observations of 3 informants, the research above proves that the research went smoothly. The information provided by the resource persons consisting of lecturers and millennial students who have been fans of One Piece Anime for a long time, thus helped make the research easier. The results of the research above show that their behavior in adapting popular culture from the One Piece Anime is very good. So the culture that occurs in the One Piece Anime is very pronounced. In terms of culture, they adapt it to fashion, thought patterns and characteristics which they use as references in their daily lives. The author saw someone wearing the sunflower shirt worn by Monkey D Luffy in the Arc. Desseirosa and adapting their characteristics to everyday life, such as helping each other, tolerance between people, teamwork, they do this in their daily activities, in the scope of work, in organizations, communities and lectures, or, in the sphere of hanging out.

They often discuss the anime in relation to discussing how the anime story takes place and also discussing how the characters in the anime are, apart from that, they also continue to introduce themselves to the community that the anime is not just discussing anime but also as a unifier. between One Piece anime fans and also as a positive forum for fans to share their thoughts, so that there is a culture of discussion between fellow One Piece Anime fans.

Apart from that, in this millennial era, it is also easy for fans to get information related to the One Piece anime, including many websites or blogs that discuss or just serve as a forum for anime fans to easily access various shows and readings from anime and manga. So that makes fans even more interested in this anime. As a fan of the One Piece Anime, the author found several things that are supporting factors for the easy spread of the popular culture of the One Piece anime. The cultural trends that arise as a result of the One Piece anime make it easier for the One Piece anime culture to spread so that many people like anime and many also follow fashion trends and other trends that arise from the existence of this anime. As fans of the One Piece anime, many of them wear knick-knacks related to the anime, so that the public sees and evaluates them and also knows that what they wear is part of a cultural trend that emerged because of the One Piece anime. The author also found that the storyline in the One Piece anime is easy for the audience to understand so that the audience does not get bored with the existing storyline and also makes the audience interested in the storyline in the anime. Apart from that, people who watch the anime show feel interested in the culture shown in the anime.

Based on the previous description, the author found interesting things related to the culture in the One Piece anime in society, for example Adit who said that cultural trends in society are developing very quickly with people following the fashion trends adopted from the anime and he also said that nowadays the public quite likes this anime even though not all people easily understand the storyline of the One Piece anime, and Adit also follows one of these fashions by wearing the sunflower motif shirt that Luffy wears in the Desseirosa Arc and makes it a reference Sanji's character is a gentleman and prioritizes women, and also follows the culture of teamwork and tolerance that he implements in the skateboarding community and college friendships. Apart from that, the fact that Akbar got from him was that after watching the anime show, he shared the show with his friends so that his friends also liked the One Piece anime. He said that the supporting factors for the anime were that it was easy to spread, such as how easily the anime's storyline was understood by people of the same age group as himself. The informant's interest in the popular culture of the anime One Piece was greatly influenced by the environment such as friends, and Akbar also implemented the culture that he

used as a reference in his daily life in the world of work, such as teamwork, tolerance between different races, trying to the maximum to achieve a goal. The more frequently and in depth their friends discussed the One Piece anime, the more interested they became in the stories and culture that emerged from the One Piece anime.

The uniqueness and originality of the One Piece anime makes fans increasingly imitate existing culture and become more interested in collecting various things related to the One Piece anime. For example, more and more fans are wearing accessories with the One Piece anime theme. There are also those who adapt fashion trends based on the clothing styles and hairstyles of the One Piece anime characters. Apart from that, the observation found by the author with One Piece fans is that fans of the One Piece anime always maintain politeness and also speak kind words towards each other, this is one of the supporting factors for the acceptance of the anime culture they have spread in society.

This show creates a psychological aspect that occurs because the One Piece anime show is addictive. The One Piece anime show makes the viewer forget the situation around them or become indifferent to the surrounding environment. This anime show also creates a negative attitude, for example the addiction caused by this show makes viewers able to watch the show all day long, as in a day they can spend hours watching the One Piece anime. This makes the audience sleepy the next day and makes them unproductive in terms of activities and activities.

Apart from that, they also show the existing culture with cultural trends that they adapt, for example with the style of clothing they wear with the anime theme One Piece. With the help of very fast technological developments, it is easier for people to access various things about the One Piece anime, for example access to websites that provide anime shows and websites that provide reading comics or manga from the One Piece anime, and there are also things like official account on the Whatsapp group social media, Instagram which is the main account for people who are looking for information about the One Piece anime and manga.

CONCLUSION

1. The three informants said that their level of liking for the One Piece Anime influenced them to make the One Piece Anime a popular culture. Based on the results of interviews with the three informants in general, the culture they follow is mostly a culture of habits, traits, thought patterns and characteristics so that become a reference in everyday life.
2. Their level of understanding about this anime is very good, the results of observations seen by researchers when talking about the characters and storyline, the informants can tell it by heart, starting from the East Blue arc to the Wanokuni arc, the informants really understand the storyline and there is a culture of discussion when discussing the anime.
3. Every character and storyline in the One Piece Anime is so interesting that informants use this as a reference and adapt it to everyday life. For example, Akbar is a lecturer and founder of an arts organization at Dehasen University. Akbar adapted Luffy's character who likes helping others, working together as a team, and trying to the limit of his abilities. Even from 2012 until now, Akbar is still helping his fellow Arts UKM members and trying to the limit of his abilities for the things he achieves.
4. The results of the researcher's interviews with the three Anime informants are periodic, even among children and adults, they are still fans of this Anime, except for toddlers because they cannot yet consume and watch this Anime.
5. According to the three informants, the benefits they get when watching the One Piece anime are entertainment benefits, they are very entertained because the storyline is interesting, full of puzzles and mysteries, and adds to their insight into the world of pirates and the systematic government of the naval world. , to create a culture of discussion between fellow One Piece Anime fans.



LIMITATION

1. One Piece anime is not just a show for children, even many adults are still fans of this anime. And not just for entertainment, but there are many interesting things and meanings that we can take from the anime so that it becomes popular culture.
2. The existence of the One Piece Anime can create a culture of discussion between fellow fans, discussing storylines, spoilers and so on.
3. Characters that can be used as references, such as Monkey D Luffy, who has the character of not giving up easily, fights to the limit of his abilities and is friends with all races. Characters like this can be applied to carry out activities in daily life, whether in the scope of work, in the circle of friendship or for personal.

REFERENCES

- Arikunto, Suharsimi. 2014. *Prosedur Penelitian: Suatu Pendekatan Praktik*. Jakarta: Rineka Cipta.
- Bungin, Burhan. 2006. *Sosiologi Komunikasi: Teori, Paradigma dan Diskursus Teknologi Komunikasi di Masyarakat*. Jakarta: Kencana Prenada Media Group.
- Budyatna, Muhammad. 2012. *Komunikasi Bisnis Silang Budaya*. Jakarta: Kencana Prenada Media Group.
- Ghony, M. Djunaidi & Almanshur Fauzan. 2014. *Metode Penelitian Kualitatif*. Yogyakarta: Ar-Ruzz Media.
- Gunawan, Imam. 2013. *Metode Penelitian Kualitatif Teori & Praktik*. Jakarta: PT. Bumi Aksara.
- Heryanto, Ariel. 2012. *Budaya Populer di Indonesia Mencairnya Identitas Pasca- Orde Baru*. Yogyakarta: Jalasutra.
- Hikmat, Mahi M. 2011. *Metode Penelitian Dalam Perspektif Ilmu Komunikasi dan Sastra*. Yogyakarta: Graha Ilmu.
- Iriantara, Yosai. 2007. *Community Relations Konsep dan Aplikasinya*. Bandung: Simbiosis Rekatama Media.
- Ibrahim, Idi Subandy, Bachruddin Ali Akhmad. 2014. *Komunikasi dan Komodifikasi: Mengkaji Media dan Budaya dalam Dinamika Globalisasi*. Jakarta: Yayasan Pustaka Obor Indonesia.