



Anime Trend as An Advert Genre in Indonesian Youtube

Novi Andari⁽¹⁾, Adeline Grace M Litaay⁽²⁾

Faculty of Cultural Studies, Universitas 17 Agustus 1945 Surabaya, Indonesia

E-mail: ⁽¹⁾noviandari@untag-sby.ac.id

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Abstract

Anime is a loanword from English 'animation' which is absorbed into Japanese. The rise of anime fans among teenagers in recent years has led companies to increase sales by using product marketing in the form of anime-style advertising media on television. This scientific articles aim to find out about anime trends in Indonesia and what their impact is on the advertising media for a product in Indonesia. This study was conducted by applying the qualitative method of which the discussion was presented descriptively. The data of this study were obtained by using observation and note taking technique. The results of this study indicate that there is an increase in the number of viewers on anime-style advertisements compared to non-anime-style ads.

Keywords: Advertisements, Anime, Trends, YouTube

Introduction

Japan is famous for its animation art which is widely known in the world. Anime is a loan word from English "Animation". At first, anime and western animation did not have a significant difference. However, gradually anime and western animation have their own characteristics. A very clear difference can be seen in the artistic elements of the two, both artistically and in the story. Western animation has a style or style of character drawing that is more like the shape of the original human character starting from the shape of the body, face, and hair. In terms of manufacture, it does not come from comics but from storyboards or storylines made by script writers who are then directed by the director and are commonly referred to as Original Works. The scope of the genre is also very limited such as comedy, romance, super power, and action, while anime has a typical Japanese style or image style such as the shape of large eyes, a pointed chin, and character hairstyles that have various models and the last is a handsome and beautiful face design. The making of an anime is usually taken or adapted from manga that is trending or rising in popularity, but there are also some anime that are made as original works. Unlike Western Animation, Anime genre has a wide scope such as romance, daily

life, adventure, magic, super power, supernatural, mystery, action, etc. These things make some people really like anime.

In the last two decades, anime fans in Indonesia have grown very rapidly. This is quite reasonable because most anime fans are at the age of teenager to early adulthood, which is the average age range of internet users. So, they can very easily spread the things they like and even form communities so that anime trends can be known in the community of active internet users very quickly. In addition, the Asian cultural elements contained in anime are more easily accepted than the cultural elements contained in western animation.

Youtube with 2 billion users (Widi, 2022, dataindonesia.id), is not surprisingly to be chosen as a promotional medium. Indonesia is the third largest country in the world with 127 million Youtube users as of January 2022 (Mahmudan, 2022, dataindonesia.id). Among the many YouTube content, one of the most popular YouTube content is anime. From this, we can conclude why YouTube was chosen as a commercial advertising promotion medium in the form of anime.

With the rise of anime fans among teenagers, in recent years companies have targeted to increase sales by using product marketing in the

form of anime-style advertisements which are being favored by teenagers, especially in Indonesia. They present advertisements with anime nuances as an effort to attract the interest of teenagers and as a promotional medium for their products. In Indonesia, as the popularity of anime has increased, and with Indonesian's great population, companies are optimistic that they will be able to increase sales of their products. The making of anime-style advertisements is usually made by including or inserting persuasive sentences that reflect some of the dialogues or scenes in the anime so that the audience remember the dialogues or scenes they have seen in the anime. This is what can attract the interest of the audience to buy or use the product.

This started with the Pocari Sweat product which created an anime-style advertisement for a talent search competition event for high school students in 2019 with the title "Bintang SMA" (High School Star). It succeeded in attracting attention and getting a compliments from the teenagers. It certainly triggered many other companies to follow the strategy. The result is that so far there have been several products that use anime as an advertising medium.

One strategy in advertising is selecting advertising media (Kotler and Armstrong, 2008:161). Choosing advertising media is determined based on the frequency, reach of consumers, and the impact of the advertisement on consumers. Each advertising media has its own advantages and disadvantages in advertising a product. Therefore, consumers must be able to choose and select a product wisely, considering the ease of finding it and most importantly the benefits obtained from the product compared to other similar products, so that consumers feel satisfied and sure about the product.

This study aims to describe what products use anime-style advertising and describe the increasing number of viewers of anime-style ads as advertising media on Indonesian Youtube and compare them with those that are not anime-style.

Materials and Method

The method used in writing this article is the Listen Record Method which aims to study intensively about the background of the situation and the interaction of the community towards an object. The note-taking method also involves the use of language to provide data ob-

tained from the listening process (Sudaryanto, 1993: 133). In the process of data analysis, this research used a qualitative descriptive approach. The data obtained in this study were analyzed in a narrative manner in the form of words, pictures or behaviors that provide exposure or description of the situation or condition of the object of research. The element of objectivity in the process of presenting research results must be done in order to avoid the interpretation of the subjectivity of the researcher himself (Margono, 2003:39).

Results And Discussion

This research was carried out with an observation and data collection techniques using the note-taking and descriptive qualitative method using Youtube as a comparison in finding out the number of viewers.

Pocari Sweat Ads on Youtube

The number of viewers of Pocari Sweat Ads has increased every year, and in 2019 there was even a drastic increase after Pocari Sweat made Japanese anime-style advertisements. Based on this phenomenon, it is known that Indonesian people, especially the younger generation, fancy various things related to anime. In order to get more accurate and diverse data, below some anime-style ads are listed as data sources that support the researchers' assumptions see Table 1.

Table 1. Pocari Sweat ads on youtube

No	Date	Viewer	Like
1	6 September 2010	14.843.656	52.000
2	7 Mei 2018	27.328	154
3	6 Januari 2017	7.343	337

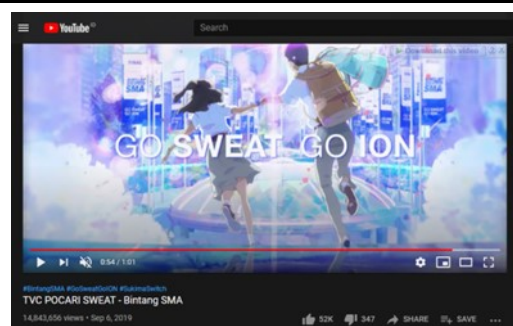


Figure 1. Iklan Pocari Sweat "Bintang SMA"

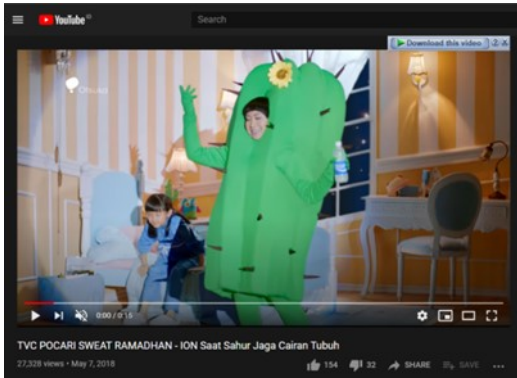


Figure 2. Iklan Pocari Sweat “ION saat sahur jaga cairan tubuh”

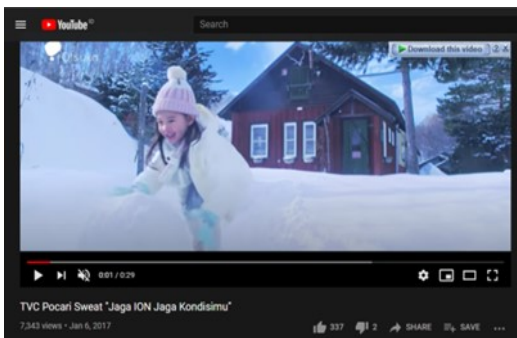


Figure 3. Iklan Pocari Sweat “Jaga ION Jaga Kondisimu”

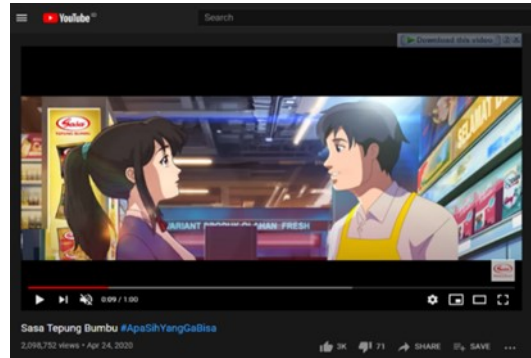


Figure 5. Iklan Sasa “Tepung Bumbu”

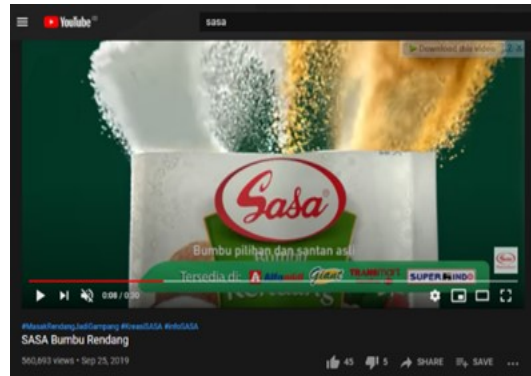


Figure 6. Iklan Sasa “Bumbu Rendang”

Table 2. Sasa ads on youtube

No.	Date	Viewer	Like
1	08 November 2020	7.913,851	7000
2	24 April 2020	2.098.752	3000
3	25 September 2019	560.693	45
4	08 Juni 2018	42.746	184

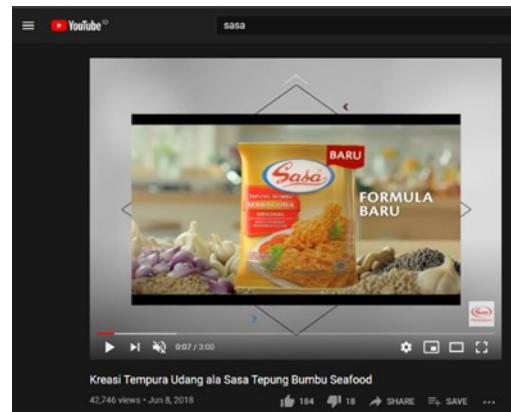


Figure 7. Iklan Sasa “Kreasi Tempura Udang ala Sasa Tepung Bumbu Seafood”

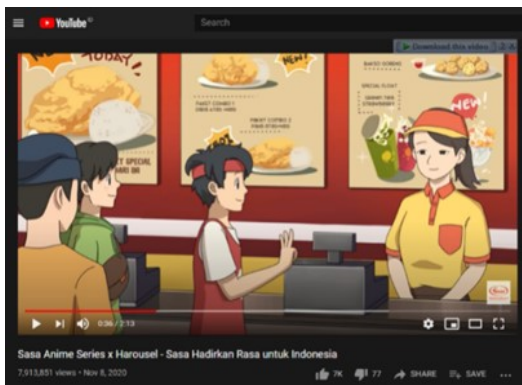


Figure 4. Iklan Sasa Anime Series x Harousel

Sasa Ads on Youtube

Here it is also clear that the number of viewers of Sasa Ads is increasing each year, and in 2020 it even experienced a rapid increase after Sasa made an anime-style advertisement and after they made an anime-style advertisement for the second time, the number of viewers even exceeded the number of viewers of the first anime-style advertisements see Table 2.

Khong Guan Ads on Youtube

Here the number of viewers also increases, even doubled in 2020, after their anime-styled ad see Table 3.

Table 2. Khong Guan ads on youtube

No.	Tanggal	Penonton	Like
1	18 Mei 2020	1.148.998	18000
2	02 Mei 2020	669.365	645
3	30 Mei 2019	538.560	168

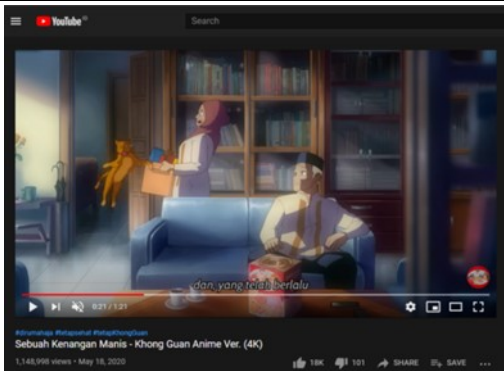


Figure 8. Iklan Khong Guan “Sebuah Kenangan Manis”



Figure 9. Iklan Khong Guan “Ramadhan Kaleng Merah”

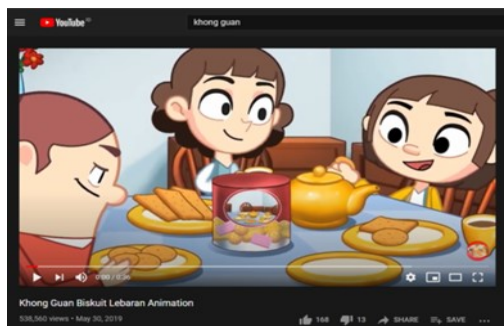


Figure 10. Iklan Khong Guan “Biskuit Lebaran Animation”

Table 4. Khong Guan ads on youtube

No.	Tanggal	Penonton	Like
1	27 Maret 2020	17.908.929	19000
2	10 Januari 2019	8.894	22



Figure 11. Iklan MyTea “Teman Makan”

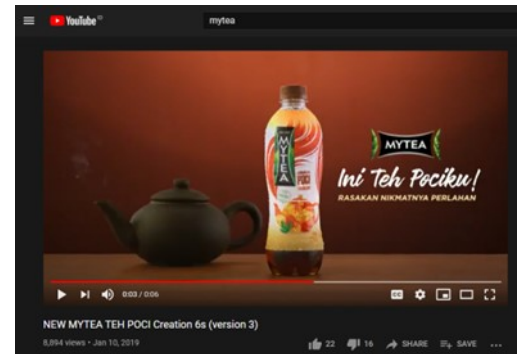


Figure 12. Iklan MyTea “The Poci”

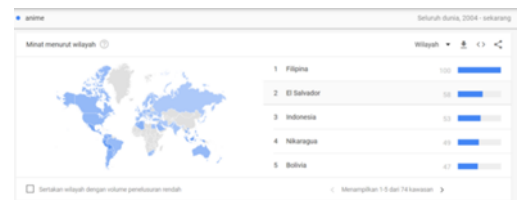


Figure 13. Kata kunci ‘anime’ yang paling banyak dicari dalam Google Trend, Indonesia berada pada posisi 3 dari seluruh dunia.



Figure 14. Data dari Google Trend menunjukkan kota-kota besar Indonesia dengan pencarian kata kunci “anime”



Figure 15. Banner acara Comifuro

MyTea Ads on Youtube

As with others, the number of viewers of MyTea's ads has increased quite drastically after they made an anime-style ad. From some of the data above, we can conclude that anime-style advertisements are very popular with the younger generation and will become a separate trend so that it will become positive feedback for companies since because of these advertisements, their products are more easily recognized by the public, especially the younger generation see Table 4.

Discussion

In Indonesia itself, anime or Japanese animation was first encountered in the form of a small screen in October 1970's. The first anime aired in Indonesia was an anime with the title Wanpaku Omukashi. This 26-episode anime was broadcast by TVRI television station every day at 17.30 WIB. The variety of anime that came to Indonesia accompanied by VCR and VHS technology was found to have started in the 1980s.

The popularity of anime has been increasing in Indonesia for the last two decades. The role of the internet that provides services without limits on time and space in communicating makes it easy for people to access and disseminate everything they like. This convenience is not inevitable, the development of anime is also increasing and expanding.

Indonesia, with its young people who are technology literate today, has been the country with the largest number of anime fans in the world. According to the data obtained from Google Trends, it is noted that Indonesia is ranked 3rd with the highest number of searches for the word anime on Google since 2004 until now, as shown in the Figure 13.

In Indonesia itself, 4 big cities including Bandung, Surabaya, Medan, and Jakarta are in the top 10 cities that search for anime the most on Google since 2004. This data can be seen from the 2 image Figure 14. This shows the high enthusiasm of the Indonesian people towards anime.

In addition to the data collected from the internet, there are also many Japanese programs about anime which are carried out live. For example, a Japanese program called comic frontier or often shortened as comifuro. Comifuro is an exhibition event aimed to express the interests and talents of independent creators in Indonesia. Although this event is not limited to anime alone, most of the elements in this event are anime. Due to the enthusiasm of the young anime fans, Comifuro is held twice a year and lasts for 3 days with an average of 15 thousand visitors per day see Fig-

ure 15.

The enthusiasm of Indonesian young anime lovers, and based on the data collected on the internet, the Japanese company Pocari Sweat pioneered the publication of advertisements in the form of anime, precisely on September 6, 2019. The advertisement with the title Bintang SMA managed to get 14,843,656 views and 5200 likes on the Youtube platform. The Bintang SMA ad even beat other Pocari Sweat ads that had been published the previous year with the Ramadan theme, which only got 27,328 views and 154 likes. This shows a very significant increase, namely 543.2 times the number of views and 33.8 times the number of likes. With the success of the Pocari advertisement, several local products began to make their anime advertisements including Sasa, Kong Guan Biscuits and MyTea whose data table can be seen in the research results section. Based on the research data obtained, it can be seen that the increase in the number of views rose quite significantly.

Not only that, some of the advertising projects above also use local animation studios, such as the Khong Guan advertisement that was produced by Solar Studio. Solar Studio is a local animation studio in Surabaya with Yon Hardiyanto as the Director. Here, it can be seen that the anime trend in Indonesia can open up new jobs, especially in the creative industry.

Conclusion

Anime has been around since 1970 in Japan and its popularity continues to rise to this day. The internet has an important role in the growth of anime fans. From the great enthusiasm of anime among young people, large companies have begun to look to create anime-style advertisements as a medium for promoting their products and services. Of the several anime advertisements found and used as data sources in this article, anime advertisements show significant progress in reaching a larger audience. In addition, some anime advertisements are produced by local animation studios, which proves that they can create new jobs.

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