

ABSTRACT

Cosplay or Costume Play is an activity of dress up, wearing makeup, and accessories resembling favorite characters in Anime, Manga, Video Games, Movies, or groups Idol. Cosplay is one of the many products of Japanese popular culture known, enjoyed and consumed by the world community is no exception by the people of Indonesia. The perpetrators cosplay or so-called cosplayer, which usually consists of teens to young adults, can be categorized as a fan of Japanese pop culture. With cosplay began widely known by youths in Indonesia, especially in big cities, the fans of these then make a container that is expected to accommodate the similarity of their hobbies in a cosplay community. In this cosplay community, of course, there are many interactions among its members most of whom are fans of pop culture cosplay. This interactions can influence the formation of a person's identity, although it was possible that this identity is formed even before they entered the cosplay community. Berger and Luckmann, in the theory of social reality they create, states that a person's identity is formed through a three-stage process which is a process of externalization, objectivation, and internalization.

The research is a qualitative study using a case study approach focusing on dig a the fundamentals and the cause of the case. Cases that mean here is the establishment of pop-cultural identity cosplay owned by research subjects are members of the Lunar Cosplay Team Bandung. The data collection techniques used were in-depth interviews and observations accompanied by a number of supporting data obtained in a comprehensive manner.

Results of this research is the overall the establishment of the pop-cultural's identity cosplay of member Lunar Cosplay Team Bandung influenced by the role of production resources cosplay, costumes and accessories, and cosplay in their daily lives. Externalization of informants obtained by subjectivity's desire for their favorite character's selection then realized in costumes and accessories as a reflection of the character and ends when they do show off at an event or a photo session. While objectivation of informant obtained from things and/or benefits earned from when they do cosplay activities. And lastly, internalization of informant obtained from a meaning of cosplay for themselves personally.

Keywords: Popular Culture, Cosplay, Identity, Theory of Social Reality