

## **ABSTRACT**

*This research entitled “Descriptive Case Study on Fujoshi’s Interpersonal Communication in Bandung” generally discusses about the communication within Fujoshi’s self who is being intrigued by Manga Yaoi genre and his personal interpretation on this genre. The methodology used in this research was qualitative analysis with descriptive case study. In addition, data retrieval was conducted by extensive interview, observation, and documentation.*

*Interpersonal communication is a typical communication that goes around oneself. It, by principle, becomes a contextual reference of other types of communication for that before one starts communicating with other people, that person unconsciously takes a time or two to communicate within him/herself.*

*The objective of this research is to investigate the sensation experienced by Fujoshi upon receiving stimuli from Manga Yaoi genre either Manga, Fanfic, or Anime. It has been conclusively revealed that he evidently experienced happiness and curiosity. Consequently, their perception upon this genre is regarded positive in which they acknowledged that the stories posed to their vision were much more interesting and romantic compared with any other kinds of romance stories. In memorizing, retrieval strongly affects the interpersonal communication process, particularly thinking. His positive perception therefore poses an impact on his perception on LGBT community in reality. His mindful thought subsequently becomes a base for those who perceive Manga genre to perceive similarly related issues. During memorization, memory retrieval is strongly impactful towards interpersonal communication hereinafter, particularly the way he thinks. By recalling whatever happened in the past which had become a reason as to why he had been immensely much into Manga genre, the other activities would therefore be repeatedly conducted over and over again. After all processes of sensing, perceiving, and memorizing are experienced by Fujoshi, it eventually affects the way he thinks afterwards.*

*Keywords: intrapersonal communication, yaoi manga genre, fujoshi*