

ABSTRACT

Foreign culture has now spread in Indonesia and are becoming more popular or known compared to Indonesia's own culture, one of the famous Indonesian culture is cosplay. Foreign cultures which have been very popular in Indonesia is one of great impact for the growth and development of the identity of the people of Indonesia, especially in adolescents.

This study discusses the relationship between self-concept and fanaticism a cosplay community in Bandung, Bandung community Naruto Cosplay Group. The purpose of this study was the extent of the relationship between self-concept and fanaticism community members Naruto Cosplay Group Bandung.

This type of research is quantitative, with a correlation method. The selected respondents were 47 people from the community members Naruto Cosplay Group Bandung that has 87 members. The analysis used the Pearson Product Moment Correlation with the help of application IBM SPSS version 22.0.

The results of this study is to test the correlation analysis Pearson Product Moment generating r value of 0.384 which proves that the correlation coefficient is positive although the relationship between self-concept relationship fanaticism belong to the low (weak). The results also showed that the concept of self-giving effect to the fanaticism of 14.8%, while 85.2% is contributed by other variables not examined in this study.

The conclusion of this study the relationship between self-concept and fanaticism community members Naruto Cosplay Group Bandung is the presence of a significant relationship although classified conjunction with a low (weak).

Keywords : Self Concept, Fanaticism, Cosplay Community