

Abstract

This study discusses the self-concept of otaku students (fans of Japanese popular culture) in Bandung. According to its name, popular culture itself is a culture that is in great demand by the public, which in this study specifically discusses popular culture from Japan. Fans of Japanese popular culture or otaku are often considered as a group of strange people where they are quite difficult to socialize with other people who are not part of their group, therefore this study was conducted to observe the self-concept that otaku has to find out their behavior so that in the future it doesn't happen. misunderstanding with a society that can cause estrangement in social life.

This research was conducted using the basis of some understanding of a thing as the foundation. These are related to popular culture, self-concept, otaku, and symbolic interaction theory. This research is also carried out by making several previous studies and journals as references and references so that this research can stay on track, and does not violate the rules in writing scientific papers.

The research method used in the preparation of this research is a type of qualitative research method. Qualitative research was chosen because it was deemed appropriate to the theme of the discussion in this study, which focused on examining human behavior. Informant retrieval in this study was also not done randomly and used a purposive sampling method where researchers selected existing informants based on the capabilities and understanding of prospective informants on the object of discussion.

Keywords: Popular culture, self-concept, otaku, symbolic interaction.