

ABSTRACT

Japanese popular culture in Indonesia has many fans whose development is increasingly crowded, such as the existence of a community among students in the city of Bandung. Fans of Japanese popular culture are often referred to as Wibu which has a stigma in it and is often interpreted in a negative way. Bandung city students have a stigma against Wibu. This design raises the stigma of Wibu as a theme in a fictional film. Stigma against Wibu has an unfavorable impact, so this design aims to contain fictional films as a medium of communication that can be used as learning and understanding. The design data was obtained through observation, interviews, and distributing questionnaires to determine the target audience. With this design, it is hoped that it will reduce discrimination and bullying against Wibu. In this design, the writer acts as a director who is responsible for the smooth pre-production, production, and post-production stages of the fictional film made.

Keywords: Stigma, Weeaboo, Japanese popular Culture