

ABSTRACT

Culture is a complex whole that includes knowledge, belief, art, morals, law, customs, abilities, and habits acquired by humans as members of society. One of the most popular cultures in the world is Japanese. Japanese popular culture has succeeded in attracting the attention of the Indonesian people to create a loyal fan of Japanese culture which is commonly known as wibu. Wibu is a term for someone outside Japan who is obsessed with Japanese culture excessively such as anime and manga. The word Wibu is often interpreted negatively and becomes a stigma that is not good in society. This study aims to determine the stigma of wibu among Bandung students. This research data will use qualitative methods with data collection techniques through observation, interviews, and questionnaires. The data obtained will be processed and described in this study and made into a short fiction film. The author is an image editor, The role in making the film includes compiling all DoP recordings into a film, color grading, transitions, and music to convey messages to the audience according to the direction of the director.

Keywords: Stigma, Wibu, Japanese Culture, Short Fiction Movies, Editor.