

# The Implementation of Japanese Animation (Anime) In Advertising

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ARTICLE INFO	ABSTRACT
<p><b>Submitted</b> :22-04-2023</p> <p><b>Received</b> :25-04-2023</p> <p><b>Approved</b> :05-05-2023</p> <hr/> <p><b>Keywords:</b> Anime, Japan, Advertising.</p>	<p>Anime has become a popular cultural phenomenon in Japan and around the world. The use of anime in advertisements has become one of Japan's most effective marketing strategies. This article discusses the use of anime in advertisements in Japan and the advantages of using anime in advertisements. This article explains the popularity of anime in Japan and how it has become a part of the country's consumer culture. Then, this article also discusses how anime is used in advertising to attract consumer attention and increase product sales. Furthermore, this article discusses the advantages of using anime in advertisements, including being effective in reaching a young market, increasing brand appeal, and giving a more attractive and unique impression to the advertised product. This article also explains that the use of anime in advertising can increase consumer engagement and build an emotional connection between brands and consumers. Apart from that, this article also contains examples of advertisements using anime, both in the private and government sectors. Anime can also help brands create positive and imaginative images that can enhance brand impressions. Overall, the use of anime in advertising in Japan has many advantages and is an effective marketing strategy.</p>

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## 1. Introduction

According to the Dentsu Web Quantitative Survey, young people aged 20-29 show interest in anime at 64.3%. aged 15-19 years showed an interest of 72.4%; and more surprisingly, people aged 40-49 years showed an interest of 48.4% towards anime. The survey sampled 20,000 respondents nationwide in Japan, which is far above the number required for a statistically significant study. The fact is, young people are very much attracted to anime, and so are middle-aged individuals – the medium has influences far and wide. Anime should not be seen as just a minor interest, but rather a natural cultural phenomenon that has always been segregated from young to midlife Japanese citizens for life.

Anime has now been likened to a company. Or at least say so as the corporate world is finally starting to understand the power behind this style of animation (Goel & Upadhyay,

2017). More and more brands are interested in incorporating anime into a company's brand advertising visualization campaign. Today, the country that makes the most use of this medium (no surprise) is Japan, the birthplace of anime. With the growing demographic of anime appreciators, Japanese animation studios are finding themselves called upon to work on corporate branded content (Budianto, 2015).

Marketers and advertising agencies try to make their advertisements more attractive, attractive and distinctive. One of the techniques used to address this need is the use of animation in advertisements. Viewers of all ages, whether kids, teens or adults are crazy about animated characters. Animation provides freedom of expression for the imagination. It takes the viewer in an imaginary world that artists dream of. The development of anime in Japan stems from the development of manga (Tsugata, 2013). There is one thing that is highly valued by Japanese society, namely conformity in front of other people (*tatemae*) in the midst of a crisis due to the second world war, at that time manga became the best medium of expression for Japanese artists to express their thoughts in the form of manga stories which were then adapted into the form anime (Cazacu, 2015). The first anime produced was in 1917 but is still a short animated film that only lasts about two to five minutes, most of which tell stories about the folk tales (fairy tales) of that time. Anime continues to grow and its story is influenced by the socio-political context of its time. Various anime titles began to be produced, starting from anime with the theme of Japanese war propaganda such as *Momotaro no Uniwashi* (Momotaro's Sea Eagle) which glorifies the spirit of war which takes a background when Japan attacked the United States military base, namely Pearl Harbor (Watanabe, 2014). Then the anime that reflects the hope and awakening of post-war science is *Tetsuwan Atomu* or better known as *Astro Boy*. *Astro Boy* is Japan's first anime series and is a milestone in the development of Japanese anime and has influenced the visualization of Japanese anime to this day (Hill et al., 2004).

The formulation of the problem in research on the use of anime (Japanese animation) in advertisements is as follows. 1) How is the concept of anime based on globalization in Japan? 2) What is the concept of ad visualization? 3) What is the influence of anime (Japanese animation) on ad visualization? 4) What are some examples of advertisements using anime style?

And the aims of this study are 1) to explain the concept of anime based on globalization in Japan 2) to explain the concept of advertising visualization 3) to explain the influence of anime (Japanese animation) on ad visualization 4) to explain examples of advertisements that use anime style.

## 2. Materials and Methods

In compiling this paper, researchers used literature review research. Literature review is one of the research paradigms in which research objects are obtained from various literature or various sources of literature such as books, journals, articles, and others. The purpose of the researcher is to use a literature review, namely to carry out a critical assessment of knowledge in the form of ideas, various discoveries that have an academic orientation, and other things that can be obtained from literary sources. This literature review has a research focus on various theoretical discoveries, principles, and ideas used to answer various questions to answer the formulation of the problem.

The research method used is a qualitative-descriptive research method. This qualitative research approach outlines and describes the various solutions used to answer the problem formulation. According to Moleong (2014), descriptive analysis is describing the phenomenon of what is experienced by the research subject and then analyzing it with

existing theory. The data sources used in this study are secondary data sources obtained from literature analysis such as literature analysis books or literature reviews such as books, journals, articles, and others.

### 3. Results and Discussions

#### **Anime Concept Based on Globalization in Japan**

Anime is a style of animation originating from Japan that is characterized by bright, colorful graphics depicting living characters in action-packed plots, often with fantastical or futuristic themes. The term anime itself is often attached to all animated products produced in Sakura Country. Anime from Japan also has its own characteristics, namely, the characters or characters are depicted with light-colored hair and big eyes. In terms, anime is defined as animation from Japan which is produced using hand-drawn techniques or using computer technology. The first anime whose popularity spread outside Japan to several countries in the world was Astro Boy, which has influenced the Japanese anime industry to this day.

Based on the theory of globalization in Japan, there is an area of globalization which states that Japan has been more absorbed by global forces since the end of the US occupation; Qualitative changes in the type of involvement of foreigners in Japan; and A similar dynamic appears to be on the rise in the corporate world. Meanwhile, what was being debated was that the combination of global competitive forces, the domestic financial crisis, and the economic status that had persisted since the second quarter of 1997 finally sparked a debate about restructuring caused by globalization (Ohsawa, 2018).

The allure of Japanese anime lies in its different qualities from Western animation. Principal producer Kubo Pokemon stated that the nature of Japanese animation can be found in its "characters that capture the heart of viewers, and the way they bring out their emotions". He also noted that anime provides "an interesting world view, adventure, lots of character changing and a rich story". The competitiveness of Japanese anime stems from the fact that 60% of anime is produced from manga (comic books). The manga boom in Japan began with the inauguration of two weekly manga magazines in 1959. Today, 70,000 manga titles and 120 million copies of comic books and manga magazines are printed annually.

This makes it clear that there is rapid growth in the anime character business. Popular series from manga magazines were made into one comic book volume, and after several comic book issues were released, they were made into TV anime programming. There is also a high degree of affinity between music and anime, as seen by the success of Puffy (a Japanese duo) in the United States. Popular comics have several million fans, and this ensures high TV ratings. After airing on TV, the anime was transformed into a feature film, released on DVD, and anime character merchandising was also carried out. This has led to the establishment of a "one source/multi use" business model. Pokemon, which started as video game characters, were developed based on this model, and have now grown into a 1 trillion industry (Hu & Yokota, 2014).

The size of the anime market in Japan is over 200 billion, and 2 trillion when merchandising is included. In contrast, the global animation industry is valued at around 300 billion, and is estimated to reach 3 trillion with merchandising. In other words, Japanese

anime occupies over 60% of the global animation market in value for money, roughly the same market share as calculated by TV program hours, as mentioned above. While Japanese anime dominates the global market, their foundation is actually supported by small and medium enterprises (SMEs). Studio Ghibli Inc., which produces *Spirited Away* and *Howl's Moving Castle*, is actually a division of one of Japan's largest publishing companies, Tokuma Shoten Publishing Co., Ltd., and was founded in 2005 with investment from Miyazaki Hayao and others, with 140 employee. The anime appeals to fans worldwide by remaining faithful to the hand-drawn method, as opposed to computer graphic animation created in Hollywood. Anime production companies can be categorized into three types:

- 1) Original contractors involved in the planning and production of the anime, such as Toei Animation Co., Ltd., Shin-ei Animation Co., Ltd., Pierrot Co., Ltd. Dan Tezuka Productions Co., Ltd.;
- 2) Gross or primary subcontractor, intermediate production which takes general production from the original contractor; And
- 3) Secondary subcontractors, small and medium sized dedicated studios that carry out certain processes.

Because the original contractors had only a few dozen employees and very few full-time animators, they hired temporary staff for each project.

Table 2.1 Major Anime Production Companies in Japan

No	Work	Production company	Location (Tokyo)	Number of employees	Capital (millions)	Year East.
1	Naruto, Hikaru no Go	Pierrot	Mitaka	53	352	1979
2	Astro Boy, Black Jack, Jungle Emperor Leo	Tezuka Productions	Shinjuku	52	20	1968
3	Ghost in the Shell, Blood+, The Prince of Tennis	Production I.G.	Kokubunji	113	378	1987
4	Neon Genesis Evangelion, Cutie Honey	GAINAX	Koganei	60	20	1984
5	Fullmetal Alchemist	Aniplex	Chiyoda	50	2,280	1995
6	Inuyasha,	SUNRISE	Suginami	170	39	1972

	Mobile Suit Gundam, Steamboy	Inc.				
7	Howl's Moving Castle, Spirited Away	STUDIO GHIBLI	Koganei	140	10	2005
8	Dragon Ball, Yu-Gi-Oh!	TOEI ANIMATI ON	Nerima	260	2,867	1948

Japanese anime has earned a good share of overseas TV broadcasts, they have played second fiddle to US animation when it comes to feature films. The animated feature film with the highest viewership during the period 1999 to 2003 was *Finding Nemo*, with 500 million people worldwide. In contrast, the highest-attending Japanese animated film, *Pokemon: The First Movie*, was in eleventh place with a gross attendance of 150 million. Miyazaki's famous anime, *Howl's Moving Castle*, opened in just 700 to 800 theaters in the United States in 2004, while major films by Walt Disney Pictures or DreamWorks were shown in 2,000 to 3,000 theaters (Pisha, 2010).

It has been said that the popularity and strength of Japanese anime lies in the mix of media as seen in *Pokemon*, and in the different feel they offer from Western animated productions. US, European and other Asian animation companies are learning the secrets to the success of Japanese anime, and are starting to adopt the Japanese business model. Fierce competition is already underway in the animation industry where Japan is still the biggest power.

In Japan itself, from children to adults, people are very enthusiastic about reading manga and watching anime. In fact, they consider anime to be a part of their life. Because of its popularity, currently anime is a lucrative business. However, on the other hand, many also use it to commit crimes. Along with the development of technology, the quality of anime has also developed. Computer visual technology, computer graphics, and so on, has made anime production easier these days.

### Advertising Visualization Concept

According to Vera, (2014), advertising is a form of mass communication which not only functions as a means of promotion to offer goods and services, but also has an expanded function as a tool for instilling symbolic meaning through language and visualization in advertising messages. In addition, advertising is a portrait of reality in society so that it can spread social, cultural, political values, and so on. In an advertisement, the message to be conveyed is implanted through a series of codes (Saleha, 2016). Interpreting a message in advertising, sometimes it is not the same from one person to another. Sometimes advertising

messages are made so unique as a form of creativity of the maker, which is actually only a representation of a phenomenon that must be interpreted by the audience (Vera, 2014).

Advertising visualization is the creative imagination of ideas, which are transformed into effective advertising messages. It is the ability to imagine in your mind how the ad will look when it is finished. Various visualization techniques are association, observation, analysis of other advertisements, meditation, discussion and so on.

Ad visualization includes typography and illustrations. Typography has long been an important part of promotional and advertising materials. Designers often use typography to set the theme and mood in an advertisement; For example using bold and large text to convey a certain message to the reader. Type is often used to draw attention to a particular advertisement, combined with the efficient use of color, shapes and images. Today, typography in advertising often reflects a company's brand. Fonts used in advertisements convey different messages to readers; Classic fonts are for a strong personality, while more modern fonts are for a cleaner, more neutral look. Bold fonts are used to make a statement and draw attention.

As for illustrations, they are visual representations such as drawings, paintings, photographs, or other works of art that emphasize subject rather than form. The purpose of illustration is to explain or decorate a story, poem, or textual information (such as a newspaper article), traditionally by providing a visual representation of something described in the text. Editorial cartoons, also known as political cartoons, are illustrations that contain a political or social message. Illustrations can be used to display a variety of subject matter and serve a variety of functions, such as:

- Gives a face to a character in a story
- Displays a number of examples of items described in academic textbooks (e.g. a typology)
- Connecting brands with ideas of human expression, individuality and creativity
- Make readers laugh or smile
- For fun (make laugh) funny

### **Anime (Japanese Animation) In Advertisement**

Advertising plays a big role in attracting people. Anime is one way to make advertising more attractive and effective. Anime is no longer limited to children only, it has become popular among adults as well. The company sees anime as an alternative to television and commercial production because the budget required for animation is much more cost-effective than live video production. Plus, animation doesn't require all the extra equipment and effort. Therefore, marketers can save significant amounts of money by not having to pay for production teams, renting equipment, and shooting insurance.

The use of anime when properly designed and positioned is an important instructional variable for completing web-based instruction. Empirical evidence shows that persona and even the presence of an animated assistant play a large role in user effectiveness and anxiety. As we have seen, when anime appears as an important medium in advertising, it will affect the visualization of the advertisement itself. As below, there are several anime influences on ad visualization, including the following:

### 1. Draw attention from ad visuals

One important aspect of advertising effectiveness is attention grabbing. Traditionally, one common way to attract individual attention is to create a distinctive or unusual ad execution (Burke & Hornof, 2001). Anime proponents have found it effective in building awareness and attention. It has been observed that humans subconsciously direct their attention towards moving objects regardless of importance.

According to *dual coding theory*, learning is most likely to occur when appropriate visual and verbal information is presented at the same time, activating both channels. It promotes attention, integration and memory for information. Multimedia ads can attract more consumer attention than static banners, increase interactivity, and allow online users to participate in e-commerce transactions without leaving the site hosting the ad.

Since anime banner ads are perceived as more distinctive and unusual than static ads, it is reasonable to suggest that anime banner ads may have better attention potential than static ads. This suggests that images with anime will be perceived as representing movement, relative to static versions of the same image, prompting greater attention in the online advertising environment. In this case, anime banner ads have better attention-getting abilities than static ads.

### 2. Increase the memory and memory of the audience / ad readers

Memory plays an important role in guiding an individual's perceptual advertising process. Studies examining visual and verbal stimuli show that specific stimuli are more likely to be remembered. More recall occurs as access to the distinctive features in the stimulus increases. Anime banner ads result in shorter response times and generate higher immediate recall than static banner ads. When the attributes of the anime are highly correlated with the brand, consumers will more easily remember the brand and give a good response so that anime advertising characters remain in the minds of consumers. *Spokes-character* contributes significantly to high product and character recognition rates. Anime may also tend to increase the recognition of advertising banners.

### 3. It's possible *Click-Through Rate*

*Click-through* refers to the process of clicking a banner ad to the advertiser's destination. Animation has a positive effect on the clickthrough rate. A study by ZDNet, (1996) reports that animated/anime ads have a 15% higher click-through rate than static ads. In some cases rates were found to be 40% higher. It has been suggested that people are less likely to pay attention to advertisements if they are animated in an effective manner. Anime ads also have the potential to generate higher CTR than static ads and using motion and interactivity can attract more consumer attention than static ads, generate shorter consumer response times and garner more click-through rates than static ads. One of the studies showed

contradictory results.

4. Shows high exploration of an ad

Heo and Sander found that emotional responses to web ads regarding movement within the ad can serve as perceptual cues, which can dictate cognitive and emotional experiences during online ad processing. Exploratory research shows that consumers like the character of spokespersons and have even expressed their trust and respect for them. Users visit websites not only for information, but also for entertainment. In this case, anime commercials have been found to elicit higher arousal.

### Examples of Ads Using Anime Style

Below are some examples of advertisements using anime style, including the following:

1. Upcoming anime studio collaborating with major video game companies (puzzle & dragons)

Japanese game company Gung Ho Online Entertainment collaborated with an anime studio on two 37-second anime to promote one of their most popular games: Puzzles & Dragons. In one of the commercials, a group of high school students gets together to play a game on their cell phones. This is augmented by several colorful and chaotic scenes with game-related motifs. Puzzles & Dragons came out in 2013 and surpassed over 50 million downloads worldwide.



Figure 1. Collaboration of large video game advertisements (puzzle & dragons) with anime

## 2. Studio Ghibli Refreshes Audiences With Iced Tea (Umacha)

The studio behind hit films like *Spirited Away* and *Howl's Moving Castle* is releasing this short series as part of a partnership with Asahi Beverage Company. Umacha's animation style is a sketchy version of the storyboard similar to their 1999 film *My Neighbors the Yamadas*. In typical Studio Ghibli fashion, both episodes are lighthearted as adults go about their lives over Asahi Beverage Company iced tea.



Figure 2. Studio Ghibli's advertising collaboration with Iced Tea (Umacha) products

## 3. Instant Noodles and Romantic *Misdirection* Becoming the Perfect Combination (Kaguya-Sama: Love Is War)

Instant noodle company He Wei Dao has a history of advertising its products through anime collaborations. They have worked with some big titles like *Gintama*, *Re Zero*, and *Sword Art Online*. In 2020, He Wei Dao partnered with A-1 Pictures, spawning a two-part OVA series featuring characters from the hit anime, *Kaguya-sama: Love is War*. The anime achieved huge success in 2019, capturing massive social media attention through hilarious memes and addictive dance sequences. It's a mystery that no one knows about such a collaboration considering its popularity.



Figure 3. Kaguya-Sama advertising collaboration with instant noodle products

#### 4. McDonalds ad based on Japanese animation

With service-themed advertisements as well as job vacancies for fast food restaurant workers, this ad captured the hearts of netizens and became a viral sensation on the internet. Then not just one, but the viral anime format ad and even then got a sequel, with a continuous story between the old ad and the new one.



Figure 4. Anime ad collaboration with McDonalds

5. New Legal Awareness Ad using Tokyo Revengers anime characters

The Japanese government uses the Tokyo Revengers character as a campaign to spread awareness of the new law that will be enforced in Japan. Regarding the law itself, starting April 1, 2022, the Japanese government will begin implementing the age of majority, which was originally from 20 to 18 years. This means that starting April 2022, all 18-year-olds have the right to vote for a leader as well as sign contracts (Nugraha & Susiatiningsih, 2019). These changes can certainly encourage Japanese youth to be more involved in politics even though they are not yet two heads old.



Figure 5. Tokyo Revengers anime characters were used as New Legal Awareness Ads.

6. Spy x Family & the Japanese government collaborate to promote social security numbers

The Japan Digital Agency launched a collaboration between the Japanese government's My Number Card (Individual Number Card) system and popular manga and anime series *Spy × Family*. This campaign is “**My Number Card Operation**” aims to encourage more Japanese citizens to apply for their own cards. Site [campaign website](#). it displays the characters from *Spy × Family* which explains the benefits of getting a My Number Card, the security measures the card has, and the application process.



Figure 6. Spy X Family collaborating with the Japanese government

#### 4. Conclusion

Based on the discussion that has been described, it can be concluded that anime is a style of animation originating from Japan which is characterized by bright, colorful graphics depicting living characters in action-packed plots, often with fantastic or futuristic themes. While advertising visualization is the creative imagination of ideas, which are converted into effective advertising messages. It is the ability to imagine in your mind how the ad will look when it is finished. The influence of anime on the visualization of advertisements, among others, is that it can attract attention from visual advertisements, improve the memory and memory of viewers/readers of advertisements, enable click-through rates, and show high exploration of an advertisement.

As for there are several suggestions from the author, among others, it is hoped that the collaboration of advertising a product with anime can continue on an ongoing basis. This is because the relationship between animated advertisements and a product can still be continued not just once, but many times so that people have a special memory and attractiveness of an advertising product.

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