



The Influence of Anime on Gen Z's Behavior and Social Interactions

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ABSTRACT

Popular Japanese animation, or anime, has impacted many facets of culture and society, especially among Indonesia's Gen Z young people. In order to comprehend how imitation and digital literacy enable Gen Z to absorb anime culture and its effects on social norms and behavioral patterns, the research employs psychological and sociological methods. The study draws attention to Gen Z's growing interest in Japanese culture, which may have an effect on Indonesian social norms. Fandoms are also fostered by anime, and they show their devotion through cosplay and online discussion boards. The purpose of the study is to comprehend the social factors that influence Gen Z's anime consumption habits and how those factors impact their social interactions.

INTRODUCTION

Japanese animation, or anime, has captivated audiences worldwide, transcending cultural barriers and establishing itself as a global phenomenon. In Indonesia, anime enjoys immense popularity, particularly among Generation Z (Pertiwani & Paramita, 2023). This fascination extends beyond passive entertainment, with fans actively engaging with the depicted narratives and emulating the behaviors and values embodied by their favorite characters (Pertiwani & Paramita, 2023). This widespread adoption necessitates a deeper exploration of the underlying dynamics that fuel this cultural exchange.

From a psychological standpoint, imitation, or mimicry, is a well-established concept within the field of developmental psychology, recognized as a cornerstone of the learning process (Huda et al., 2022). From a sociological perspective, Generation Z's inherent digital literacy grants them unfettered access to a vast repository of anime and its associated culture, further amplifying this imitative behavior. Culturally, the widespread popularity of anime among Gen Z signifies a burgeoning interest in Japanese culture, potentially influencing Indonesian social norms and behavioral patterns (Kompas, 2021).

The influence of anime extends beyond casual viewership, fostering passionate fandoms with demonstrably strong emotional connections. The series "Attack on Titan" serves as a prime example, with fans expressing their devotion through cosplay, fervent online discussions, and unwavering defense of the show (Sarinastiti & Merdiana, 2022). This dedication can even translate into a desire to learn about Japanese culture, highlighting the potential for positive cultural exchange.

However, the impact of anime consumption is multifaceted. Existing research suggests it can exert both positive and negative influences on social interaction and behavior (Silvia Raudha et al., 2024). Delving into these complexities is paramount to comprehensively understanding the intricate relationship between Gen Z and anime consumption.

Indonesia presents a compelling case study for such an investigation. Google Trends data positions it as the 11th most anime-enthralled nation globally, with a significant concentration of fans falling within the 18-25 age demographic (Toi, 2020). This specific demographic, Generation Z, is characterized by its digital proficiency and active social media presence. Investigating the social factors that influence their anime consumption habits can offer valuable insights into fostering a balanced and enriching engagement with this media form.

This study fills a gap in existing literature by analyzing how anime influences the social behavior and interactions of Generation Z in Indonesia. It examines both the positive and negative effects of anime, offering insights for educators, parents, and policymakers to promote a balanced engagement with anime among youth. Specifically, the research explores how anime culture and characters affect Gen Z's behaviors and social interactions, providing a comprehensive overview of anime's role in shaping the social landscape of Indonesian youth. The goal is to develop strategies that maximize positive impacts while mitigating negative consequences.

LITERATURE REVIEW

Social Influence Theory

Social Influence Theory, often associated with the work of social psychologists like Herbert Kelman and Robert Cialdini, explores how an individual's attitudes, beliefs, and behaviors can be influenced by others. According to this theory, social influence can occur through various mechanisms, including conformity, compliance, and obedience. Conformity involves changing one's behavior to match the responses of others, compliance entails responding favorably to a direct request, and obedience is following orders or instructions from an authority figure. These influences are critical in understanding how individuals adapt their behaviors and opinions in response to social pressures and norms. The theory underscores the power of social contexts and group dynamics in shaping individual actions, highlighting how social interactions and expectations can lead to significant changes in behavior and thought processes (Kelman, 2018).

Anime serves as a cultural and social medium that reflects Japanese norms, values, and social dynamics, influencing viewers' perceptions and understanding of societal structures (Rasyid et al., 2024). Within anime fandoms, peer influence plays a significant role, fostering a sense of belongingness and shared identity among fans who bond over common interests. Characters in anime often serve as role models, guiding viewers' aspirations and behaviors as they identify with and seek to emulate admired traits. Social influences are also significant in anime pilgrimages in Japan, where tourists are drawn to locations featured in their favorite anime series (Ono et al., 2020). This phenomenon highlights the role of social interactions and influences in shaping travel decisions and experiences. Moreover, anime's global popularity promotes cross-cultural exchange and appreciation, contributing to the formation of diverse subcultures and the dissemination of cultural values beyond national boundaries.

H1: Gen Z who frequently watch anime tend to exhibit higher levels of conformity within peer groups that are also anime enthusiasts.

Cultivation Theory

Cultivation Theory, developed by George Gerbner and Larry Gross in the late 1960s and early 1970s, posits that long-term exposure to media content shapes viewers' perceptions of reality. According to this theory, individuals who consume a significant amount of media, such as television or, in modern contexts, digital media like anime, gradually come to view the world in ways that reflect the most recurrent and consistent messages portrayed in that media. This effect is not immediate but accumulates over time, cultivating specific attitudes and beliefs. For example, prolonged exposure to anime might lead Gen Z viewers to adopt particular cultural norms, values, and social behaviors depicted in these shows, influencing their real-life interactions and worldviews. Gerbner's research emphasized that the media's role in shaping social reality is subtle but profound, affecting societal norms and individual behaviors in significant ways (Gerbner, Gross, Morgan, & Signorielli, 1986).

H2: Gen Z who are involved in anime fan communities tend to be more compliant with the norms and values prevalent in those communities.

Behavior Theory

Behavior refers to the actions or reactions of individuals, groups, or systems in response to internal or external stimuli. It encompasses a wide range of activities, from observable actions and cognitive processes to emotional responses and social interactions. Influenced by genetics, environment, culture, and individual experiences, behavior can be voluntary or involuntary, innate or learned, conscious or unconscious (Noë, 2021). Theories of behavior provide frameworks for understanding how these various factors interact. Behaviorism focuses on observable behaviors and the role of environmental stimuli in shaping actions, emphasizing reinforcement and punishment (Staddon, 2021). Cognitive theories, highlight the importance of internal mental processes and how thinking patterns, perceptions, and information processing influence behavior (Muhajirah, 2020). Humanistic theories, emphasize personal growth, self-actualization, and the role of free will and personal agency in behavior (Muhajirah, 2020).

Anime can affect viewers' behavior through its themes, characters, and narratives. Exposure to diverse cultural values and social norms depicted in anime can shape attitudes and behaviors, such as fostering empathy, creativity, and open-mindedness. For some, anime might inspire specific behaviors, like learning Japanese, adopting fashion styles, or participating in fandom communities. Additionally, the emotional content in anime can influence viewers' moods and emotional responses, potentially providing comfort or escapism (Tan & Chung, 2023). Behavior and emotional regulation are deeply interconnected, with the ability to manage and control emotions playing a crucial role in determining how individuals behave. Emotional regulation involves the processes through which people influence their emotions, how they experience them, and how they express them, all of which directly impact their behavior. Prior studies have shown that emotion regulation can affect problematic usage behaviors (Tan & Chung, 2023).

H3: Gen Z's behaviors can be influenced by anime depending on the genre of anime they watch.

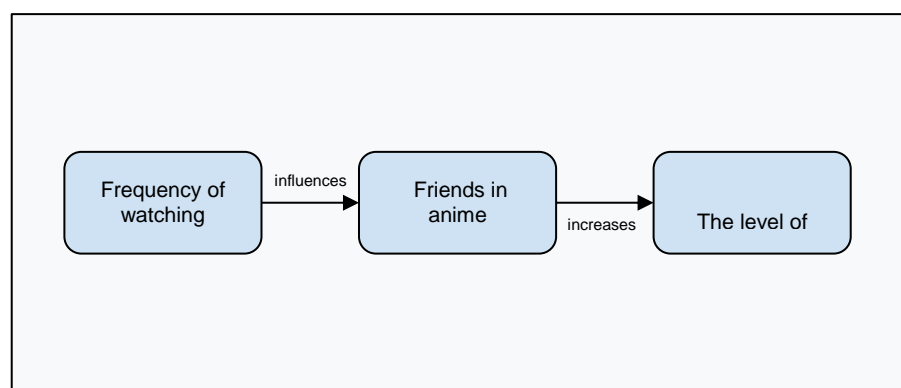


Figure 1. Conceptual Framework

METHODOLOGY

To investigate the influence of anime on Gen Z's behavior and social interactions, a comprehensive quantitative research methodology will be applied. This study will use a likert scale to collect data from a sample of Gen Z individuals aged between 15-25 years. The sample will be selected using random sampling techniques from survey Google Form.

The independent variable in this study is frequency of watching anime, while the dependent variables are level of social interaction, positive and negative impacts on Gen Z, and involvement in the anime community.

Data analysis will be conducted using descriptive statistics to describe the characteristics of the sample and inferential statistics such as linear regression and Pearson correlation tests behavior as well as social interactions Gen Z. The results of the study are expected to provide in-depth insights into how anime consumption affects behavior and social interactions Gen Z.

RESEARCH RESULT

- Variable X (Anime)

Correlations

		X.1	X.2	X.3	Total_X
X.1	Pearson Correlation	1	-.049	.063	.583 [*]
	Sig. (2-tailed)		.847	.805	.011
	N	18	18	18	18
X.2	Pearson Correlation	-.049	1	-.396	.000
	Sig. (2-tailed)	.847		.103	1.000
	N	18	18	18	18
X.3	Pearson Correlation	.063	-.396	1	.770 ^{**}
	Sig. (2-tailed)	.805	.103		.000
	N	18	18	18	18
Total_X	Pearson Correlation	.583 [*]	.000	.770 ^{**}	1
	Sig. (2-tailed)	.011	1.000	.000	
	N	18	18	18	18

*. Correlation is significant at the 0.05 level (2-tailed).

** . Correlation is significant at the 0.01 level (2-tailed).

Because item X.2 is invalid, it needs to be deleted, the results are as follows:

Correlations

		X.1	X.3	Total_X
X.1	Pearson Correlation	1	.063	.563*
	Sig. (2-tailed)		.805	.015
	N	18	18	18
X.3	Pearson Correlation	.063	1	.860**
	Sig. (2-tailed)	.805		.000
	N	18	18	18
Total_X	Pearson Correlation	.563*	.860**	1
	Sig. (2-tailed)	.015	.000	
	N	18	18	18

*. Correlation is significant at the 0.05 level (2-tailed).

**. Correlation is significant at the 0.01 level (2-tailed).

- Variabel Y (Perilaku Sosial)

Because items Y.2, Y.3, Y.5, and Y.6 are invalid, they need to be deleted, the results are as follows:

Correlations

		Y.1	Y.4	Y.7	Y.8	Total_Y
Y.1	Pearson Correlation	1	.300	.432	.346	.740**
	Sig. (2-tailed)		.227	.073	.160	.000
	N	18	18	18	18	18
Y.4	Pearson Correlation	.300	1	.263	.152	.551*
	Sig. (2-tailed)	.227		.291	.548	.018
	N	18	18	18	18	18
Y.7	Pearson Correlation	.432	.263	1	.679**	.848**
	Sig. (2-tailed)	.073	.291		.002	.000
	N	18	18	18	18	18

Y.8	Pearson Correlation	.346	.152	.679**	1	.741**
	Sig. (2-tailed)	.160	.548	.002		.000
	N	18	18	18	18	18
Total_Y	Pearson Correlation	.740**	.551*	.848**	.741**	1
	Sig. (2-tailed)	.000	.018	.000	.000	
	N	18	18	18	18	18

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Uji Reliability

- Variable X (Anime)

Reliability Statistics

Cronbach's Alpha	N of Items
.106	2

- Variable Y (Perilaku Sosial)

Reliability Statistics

Cronbach's Alpha	N of Items
.697	4

Statistika Deskriptif Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Anime	18	4.00	10.00	6.6111	1.71974
Perilaku Sosial	18	8.00	20.00	13.3889	3.44945
Valid N (listwise)	18				

Uji Normalitas Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Unstandardized Residual	.117	18	.200*	.961	18	.622

*. This is a lower bound of the true significance.

a. Lilliefors Significance Correction

Uji Heteroskedastisitas Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	1.123	1.687		.666	.515
	Anime	.231	.247	.227	.933	.365

a. Dependent Variable: Abs_RES

Koefisien Determinasi Model Summary^b

Model	R	R Square	Adjusted Square	R	Std. Error of the Estimate
1	.344 ^a	.119	.063		3.33821

a. Predictors: (Constant), Anime

b. Dependent Variable: social behaviour

Uji Hipotesis Coefficients^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	8.823	3.210		2.748	.014
	Anime	.691	.471	.344	1.467	.162

a. Dependent Variable: social behaviour

DISCUSSION

The popularity of anime in gen z today is very much. This makes anime one of the spectacles or entertainment that affects culture and things in everyday life. Behavior is one of the basics that must be considered when interacting in a social environment. A person's behavior can be a picture of himself. An individual's behavior can be formed from the environment, culture, or habits that are often carried out by him. Based on the findings obtained from fans who have filled out the questionnaire, it can be seen that watching anime can affect teenagers' behavior when interacting socially. Some of the informants answered that watching anime affects their habits, speech style, and behavior.

Parasocial behavior emerges from the anime viewers, affecting how they see themselves, how they interact socially, feeling how anime affects their values and beliefs. Whether consciously or unconsciously many of them follow how to speak, how to dress, and imitate the habits of the characters from the anime they watch. This behavior is also supported by mass communication which is shown that many of them join anime communities as a means of connecting with other anime enthusiasts. It cannot be denied that watching anime can also have a positive impact and a negative impact on the daily life of Gen Z.

In the reliability test is used to measure the consistency of the questionnaire used for decision making or value. A value of $0.106 > 0.60$ was obtained, indicating that the questions in the questionnaire could be considered reliable. This is consistent with previous results showing that variable X (Anime) and variable Y (Social Behavior) are significantly related, thus it may be influenced by other factors such as sample size and respondent characteristics, and these factors may not be evenly represented.

Heteroscedasticity test results test whether a regression model calculates residual inequality in other observations. Included in the heteroscedasticity category if the significant value < 0.50 . The test results obtained a significant value of $0.933 > 0.50$ which means that the data does not occur heteroscedasticity.

The results of the T-test or hypothesis testing have a value of $0.162 > 0.05$, then H_0 is accepted and H_1 is rejected, which means that variable X (anime) has no influence on variable Y (social behavior) on gen Z.

CONCLUSIONS AND RECOMMENDATIONS

This research provides strong evidence that Generation Z's consumption of anime significantly influences their behavior and social interactions, with the potential to cultivate positive outcomes like empathy and creativity, alongside negative effects that require further examination. The key findings reveal that frequent anime viewing is positively associated with higher levels of social interaction and involvement in anime communities among Gen Z. Additionally, certain anime genres and themes have varied impacts, with emotionally driven narratives potentially affecting emotional regulation and psychological well-being. The popularity of anime among Indonesian Gen Z reflects a strong interest in Japanese culture, which may influence their social norms and behaviors. This phenomenon has both benefits and drawbacks, such as shaping fantasies and habits, including fashion choices. For instance, "Attack on Titan" fans demonstrate their enthusiasm through cosplay, discussing plot points, and defending the show, which also leads to learning about Japanese culture. This study examines the social interactions between Japanese culture, particularly anime, and Generation Z in Indonesia, using various printed and electronic formats, such as books, blogs, discussion forums, scientific articles, research reports, academic journals, and social media. Government, non-governmental, and cultural institution guidelines are also considered. Data is collected from both primary and secondary sources, with surveys and interviews of Indonesian Gen Z anime fans serving as primary sources, and academic literature, media,

and policies related to cross-cultural social interaction serving as secondary sources.

To further these insights, future research should investigate the long-term effects of anime viewership, explore the mechanisms through which specific anime content influences cognition and behavior, and examine potential moderating factors like family environment, peer influence, and broader cultural contexts. Based on these conclusions, several recommendations are made to promote a balanced and enriching engagement with anime among Gen Z: Parental and Educational Engagement, Content Creation and Distribution, and Community and Peer Influence. By following these recommendations, stakeholders can assist Gen Z in navigating the complex effects of anime, maximizing its positive impacts while minimizing potential negative consequences, and ensuring that anime remains a source of enjoyment and cultural enrichment.

Based on these conclusions, several recommendations are proposed to promote a balanced and enriching engagement with anime among Gen Z :

1. Parental and Educational Engagement:

Parents and educators should actively engage with Gen Z viewers to navigate the anime landscape thoughtfully. This involves discussing the themes and values presented in anime, encouraging critical analysis, and guiding young viewers to understand the content they consume. By fostering open communication and providing context, parents and educators can help mitigate potential negative effects and promote positive outcomes like empathy and creativity.

2. Content Creation and Distribution:

Anime creators and distributors should recognize the significant influence their content has on young audiences and embrace their social responsibility. They should aim to produce content that promotes prosocial values, healthy coping strategies, and diverse, positive role models. Depictions of constructive ways to handle conflicts and challenges can reinforce beneficial behaviors and support the psychological well-being of viewers.

3. Community and Peer Influence:

Encouraging the development of positive anime fan communities can harness their potential to support healthy social interactions and personal growth. Community activities and events that focus on cultural appreciation, teamwork, and social responsibility can reinforce positive behaviors. By fostering inclusive and supportive environments, these communities can help Gen Z navigate the complex influences of anime and maximize its positive impacts while minimizing negative consequences.

By implementing these recommendations, stakeholders can help Gen Z navigate the complex influences of anime, maximizing its positive impacts while mitigating potential negative consequences. This balanced approach will ensure that anime continues to be a source of enjoyment and cultural enrichment

ADVANCED RESEARCH

This research still has limitations in the number of samples. A small number of participants or samples can affect the ability to generalize the research findings to a larger population. Therefore, it is necessary to increase the number of participants to enhance the validity of the data. Future research is expected to involve a larger number of participants or samples.

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