CULTURAL INFLUENCE AND IMPACT ON SOCIETY: A STUDY THROUGH ANIME AND MANGA GRAPHIC CONTENT

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Abstract

Anime and manga are well-known around the world, including in Malaysia. Anime and manga hold a large market share in Japan, but they have also attracted a global audience and become popular mediums for a broad range of genres. At first, this success was limited, but now the imagination of readers has been captured everywhere, spawning a fan base that has been increasing day by day. Anime and manga have nonetheless faced quite a few problems along the way, as they can also be downloaded freely and widely, including among university students nowadays. The purpose of this study is to know the reasons why Faculty of Leadership and Management (FKP) students were interested in watching anime and reading manga and to figure out the impact of anime and manga among Faculty of Leadership and Management (FKP) students. Semistructured interviews were conducted with five informants among FKP students who watch anime and read manga. The data analysis was coded to identify themes. The research findings highlighted that watching anime and reading manga had an impact on the majority of the students' personalities, viewpoints, and attitudes.

Key words: *Anime, Manga, Cultural Influence, University Students*

INTRODUCTION

Anime and manga are well-known phrase, with many communities around the world, including Malaysia, familiar with it. With Japanese dramas and animations on Malaysian television screens in the 1990s, Japanese culture became immensely popular in Malaysia. In the 1990s, Oshin and Great Teacher Onizuka (GTO) were two of the most popular Japanese dramas in Malaysia. Despite being from different countries, these shows are still being aired in various countries and are well welcomed by the public since they have the same military background and school atmosphere. In Malaysia, anime, and manga such

as Crayon Shinchan, Conan, Naruto, Bleach, One Piece, Dragon Ball, Keroro, and others are popular. It is very common among youngsters, whether university or high school kids. The rapid and broad development of technology and the internet in Malaysia, on the other hand, has resulted in a massive influx of manga and anime. Manga from Japan can be found on a variety of websites, particularly those located outside of Malaysia while anime also has a variety of websites that have been created by fans with a variety of different genres of anime and manga where the website promotes a variety of Japanese cultures especially cosplay and food (Abd Rashid, Mamat, Paee, Hassan, Ismail, and Ahmad, 2021).

The meaning of anime according to (Daliot-Bul and Otmazgin, 2017; Castro, 2022) did not exist until the 1970s and it was not used globally until the 1980s. In the 70s, animation in Japan was known as "manga eiga" which is a manga film, while "doga" was a moving image or "animeshon". However, the term anime in the United States in the 1970s referred to "Japanimation" or known as Japanese animation (Daliot-Bul and Otmazgin, 2017; Castro, 2022). In addition, according to (Galbraith, 2013; Garcia, 2022), anime is animation from Japan where the word anime is borrowed from the English word "animation".

Meanwhile, the term manga is used by the Japanese as a term that refers to comics or stories displayed in the form of image panels. The thing that differentiates between manga and comics in general is that manga is a very famous work and closely related to Japanese society, especially in matters related to history, politics, economy, family, religion, and gender (Poitras, 2008; Rahayu, 2021). Anime and manga are marketed openly in Japan until it has entered international countries without constraints and prohibitions due to the rapidity of technology and the internet. It is difficult for Malaysia, as an Islamic country, to avoid the infiltration of foreign cultures. Anime, manga, and a variety of other media can be downloaded freely and widely for the university students (Abd Rashid, Mamat, Paee, Hassan, Ismail, and Ahmad, 2021). As a result, the primary

goal of this research is to determine the extent to which the content of anime and manga have had an impact on Faculty of Leadership and Management (FKP) students.

This study wants to explore the effects of anime and manga among students of the Faculty of Leadership and Management (FKP). Until now, understanding and research on this issue is still at a limited level. In a previous study, they explored the image of Japanese anime characters among Selangor teenagers, but they did not focus on university students and manga readers (Mamat, Abdul Rashid, Abd Rahim and Abd Halim, 2014). Then, there is also a study that explains the root value found in anime and manga among school students in Ankara. However, this study only focused on the root values of anime and manga in value education but did not examine other values or impacts (Dadakoglu S.C, Ozdemir A., Dadakoglu B. and Ozdemir G., 2022). Previous studies have found that young Indonesians have become familiar with Japan and pop culture such as anime, manga, cosplay, harajuku style and so on through the internet. However, most of these studies focus more on how Japanese pop culture, which is considered as public diplomacy, can influence the community in Indonesia (Kartikasari, 2018). Based on previous studies, the researcher wants to conduct this study to fill the gap in focusing on the Faculty of Leadership and Management (FKP) students. This is because there are some limitations to find references in the Malaysia regarding anime and manga.

University student all throughout the world, including Malaysia, are reading manga and watching anime on their regular basis. Previous research concentrated more on teenagers who are interested in anime and manga. Additionally, some studies exclusively focus more on anime or manga, rather than both. Therefore, the purpose of this study is to explore why Faculty of Leadership and Management (FKP) students are drawn to anime and manga. This study is intended to enhance readers' knowledge of the fact that manga and

anime is more targeted toward youth and adolescents, especially adult readers. This study is also expected to help researchers analyse anime and manga issues that are increasingly prevalent in watching and reading materials. In addition, this study will also be a reference for researchers based on their research subjects and will be a guide for researchers in the future in further developing research related to watching and reading materials such as manga and anime.

LITERATURE REVIEW

Theoretical Framework
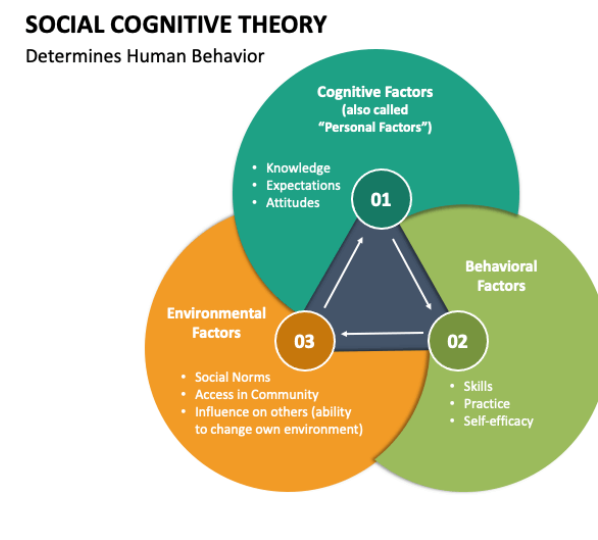
Picture 1: Adapted from Social Cognitive Theory by Albert Bandura, 1986.

The Social Cognitive Theory is a psychological triadic reciprocal model that focuses on behaviour in a particular context. This theory has evolved concurrently with the period of revolution including various social norms, habits, civilizations, and advancements in technology among worldwide. It is how humans with and react to other people, groups, and everyday technologies. Through observation and experience, people might be persuaded or inspired to replicate the interact actions

of others. The psychological function of the information processing model is explained by this model, which places emphasis on the processes of goal setting, self-efficacy, and selfregulation (Bandura, 2005; Khalis, Faryna Mohd, et al., 2022).

Therefore, this study aims to determine the impact of anime and manga among Faculty of Leadership and Management (FKP) students. Social Cognitive Theory was chosen as the basis for finding answers to how students gain influence in watching anime and reading manga. This also includes an understanding of how anime and manga has spread in the reading and watching materials among Faculty of Leadership and Management (FKP) students. In this context, there is a need to understand its impact on Faculty of Leadership and Management (FKP) students, following the important role that influences students in making anime and manga as their main reading and viewing material.

Through the lens of Social Cognitive Theory as illustrated in Picture 1, this study argues that the environment can influence Faculty of Leadership and Management (FKP) students in reading manga and watching anime. In this regard, the impact of anime and manga among students is based on a triangular interaction which is response between environment, cognitive and behavioural aspects towards watching anime and reading manga. By observing the impact of anime and manga, students' behaviour towards manga reading materials and anime viewing materials, as well as the factors that influence their thoughts and actions (cognitive factors) can be directly involved.

Anime

Anime is an animation from Japan by the word itself and the original words borrowed from the English word, "animation" (Galbraith, 2013; Garcia, Japanese 2022). According to (Clements and McCarthy, 2006; Golmohammadi, Khodabin and Sabbar, 2021) define anime as an animation from Japan. Additionally, anime is described as Japanese animation that combines elements of manga and video

games (Hu and Yokota, 2013; Golmohammadi, Khodabin and Sabbar, 2021). Besides, according to (Brenner, 2007) anime is a term used to describe animated films made in Japan for a Japanese audience. The term itself is derived from the Japanese word animeshon, which is a translation of the English word "animation." This phrase refers to all animated titles released to the home entertainment industry, including feature films, television shows, and original video animation (OVA).

However, according to (Poitras, 2001: p. 50; Manja, 2018), anime was first referred to as "Japanimation" or "Japanese animation" in its original form. This is true since anime is connected to and descended from manga or comics, making this animation system more than simply a genre but also a product that is always evolving with technology to support animated films. Consequently, there are many different subgenres, including comedy, horror (kaidan), mystery, and science fiction (Manja, 2018).

Manga

While definition of manga (漫画) is a Japanese word made up of two separate Kanji characters. The meaning of "impulsive drawing" is created by the first character, which approximately translates to "whimsical" or "impromptu," and the second character, which roughly translates to "image" (Webb, 2006; Vasileiadis, Athanasios, et al, 2022). According to (Phornprapha, J., and Podsatiangool, 2019), manga is defined as all Japanese-style graphic novels printed in black and white by all publishers, whether periodicals or books. The plot can be fictitious or non-fiction. However, it is not necessary for the manga artists to be Japanese or the language of the manga to be Japanese. Additionally, according to (Brenner, 2007) manga is a print comic that are popular in Japan. The term simply translates as "comic books," and it encompasses all printed work, from three-hundred-page weekly and monthly magazines to tankobon, or bound volumes, accessible at

newsstands, manga stores, and bookstores.

Besides, action or adventure, drama, romance, science fiction, comedy, detective, erotica, sports, historical, and many other genres are all represented in manga stories. Although certain manga prefer to follow the rules of their particular genre, it is fairly often for some to blur the lines and combine themes and iconography from different radically dissimilar genres. In manga, the distinctive components of one genre are dissected and combined with others so frequently and in such a way that it is unusual to find a book with a single, narrowly defined genre (Brenner 2007; Vasileiadis, Athanasios, et al, 2022).

The Involvement of Anime and Manga in Industry

Today, the term anime and manga are quite well-known. According to (Miyao, 2022; Golmohammadi, Khodabin and Sabbar, 2021) the origins of anime likely come from hand scrolls that existed in the twelfth century namely Ban Dainagon ekotoba (The Picture book of Ban Dainagon) and Chōjū jinbutsu giga (Comic sketches of bird and animal characters). Besides, (Clements, 2013: Golmohammadi, Khodabin and Sabbar, 2021) stated that for the first Japanese generation, anime was called senga (line art), kuga (flip picture), dekobō shin gachō (naughty new picture), chamebōzu (playful picture), manga-eiga (cartoon film), and dōga (moving pictures). Aside from that, in the Edo era is where manga first began to evolve. The current manga word does not have the same meaning, though. For instance, the term "Manga" in14 Hokusai's manga volumes, which were produced between 1814 and 1878, refers to an individually created image based on the artist's listening and observation (Hanai, 2017; Mamat, Abd Rahim, Affendi, and Abdul Rashid, 2017; Hanai; 2019). Hokusai manga also contains specific types, such as humorous illustrations that comprise human and animal illustrations, such as fish and insects, and ghosts, according to (Mamat, Abd Rahim, Affendi, and Abdul Rashid, 2019).

The term "manga" has also been used frequently from the 18th century's end in a variety of publications. The popularity of manga has not only influenced its history but has also influenced the growth of visual arts throughout the world. Manga was initially created in terms of foreign cartoon and ukyo-e graphic styles, particularly following World War II (Soeherman, 2007). Meanwhile, it has been stated by (Pace, 2019; Ito, 20005) that Katsushika Hokusai, a well-known Ukiyo-e artist, developed the term "manga" in 1814. However, the performance of manga was not effectively improved because of the very few manga resources during the Second World War.

According to (Pace, 2019; Schodt, 2007), Tezuka Osamu's legacy started to take development after the Second World War. The art of manga was invented by Tezuka, and it is still acknowledged and practised today. Tezuka's motivation for writing comics like Tetsuwan Atomu (Astro Boy), a highly popular manga in his day, came from seeing Walt Disney and Max Fleischer as a child. In reality, Tezuka's comics differ from the recent North American short comics in many ways. The majority of published comics have hundreds of relatively long pages with more intricate stories and characters (Bryce, Barber, Kellt, Kunwar and Plumb, 2010).

Shimokawa Oten was the first Japanese animated picture to be shown in 1917, while animated films from Europe and America had already aired. However, at the time, manga was more popular than anime when comparing their respective levels of popularity (Pace, 2019; Litte, 2017). But after 35 minutes of airtime, when the animation dramatised the assault on Pearl Harbor, it became well-known. Momotar no umiwashi (Momotar's Sea Eagles) is the name of this anime. The follow-up, Momotar: Umi no shinpei (Momotaro: Sacred Sailors), was the first and most costly full-length Japanese theatrical picture. The moment that was designed to show how Japanese troops were slain in combat had to be cut from the scene because it was too far off from the representation of war. Nevertheless, it

ultimately was not able to draw in the intended audience (Pace, 2019; Miyao, 2002).

After the Second World War, anime production firms started to appear, and in the 1960s, manga started to get anime adaptations as well, according to (Yegulalp, 2018). A significant anime production firm, Toei created the animation that was released, and they exported their first anime outside. Aside from that, Japan has distributed its wealth in the form of anime and manga to achieve fame around the globe. These methods have helped anime and manga indirectly spread and grow around the world. Several nations in Europe have seen an indirect increase in popularity of anime and manga. Italian, Swiss, Dutch, Spanish, Swedish, and Norwegian countries are among them (Bryce, Barber, Kellt, Kunwar and Plumb, 2010; Beldi, 2008; ComiPress, 2006; JETRO, 2005; JETRO, 2006; Moline, 2008; Pellitteri, 2006). But according to (Bryce, Barber, Kellt, Kunwar, and Plumb, 2010; Pellitteri, 2006), Central and South America is also one of the regions that recognises and purchases anime and manga from Japan. Australia and the United Kingdom weren't left out of Japan's plans to introduce anime and manga in order to increase their marketability and appeal in both nations (Bryce, Barber, Kellt, Kunwar and Plumb, 2010; Jamieson, 2009).

Additionally, Japan has turned South Korea into one of its primary markets for comic book sales, which has resulted in increased local production, hybridization, and distribution(Bryce, Barber, Kellt, Kunwar and Plumb, 2010; Rowley et al., 2005). When anime and manga entered the market in Singapore, Malaysia, Thailand, India, Hong Kong, and Vietnam, their popularity started to rise. In reality, manga has mostly dominated the comic book market in Indonesia and Taiwan as well (Lent, 2006; Ng, 2002; Wong, 2006). It is evident from this that anime and manga have started to gain popularity and are now well-known throughout the nation.

Norsimaa Mustaffa, Mariatul Qibtiah Yusari, Kartini Kamaruzzaman, Khairunneezam Mohd Noor, Safiyyah Ahmad Sabri

Acceptance of Anime and Manga Among People

According to a recent survey, the majority of Malaysian university students may enhance their Japanese language abilities just by watching anime and reading manga. This is due to the fact that students who watch anime and read manga have effective assessment ratings in the vocabulary and phrases they choose from the media in accordance with acceptable conversational contexts (Mamat, Rashid, Halim, and Mansor, 2018). University students in Mexico have reportedly employed anime and manga as one of the purposes for audio visual learning in their classrooms, according to (Obregon Galindo, 2022). It is clear here that the acceptance of anime and manga in learning Japanese in any country has been openly accepted.

Additionally, as compared to watch anime on television, manga is not a high school student's major focus, according to (Mamat, Yamato, Hussin, and Tajuddin, 2012). However, since manga and anime are closely related, many of the popular manga and anime series among teenagers are the same. As a result, some students who are talented artists choose to sketch their favourite anime and manga characters in their free time.

Up to now, ACG (Anime, Comic, and Game)-related events have been hosted in Malaysia during the previous several years. An effort to showcase works of art made by Malaysian artists is called Comic Fiesta. Cosplay, secondary art product marketplaces, stage performances, tournament games, and anime, manga, and game-related fan events are among Comic Fiesta's core two-day attractions (Yamato, 2016). The Comic Fiesta festival's success demonstrates how well-liked Japanese culture is since Malaysian fans are so enthusiastic about the event.

Next, the acceptance of anime and manga is not only in Malaysia, but both have been well received in other countries. According to research, practically everyone in Singapore was familiarized with Hello Kitty in the early 2000s. In the

scope of Japanese cultural diplomacy, the Hello Kitty trademark is utilised as one of the strategies to promote a favourable image of and an understanding of Japan within the worldwide community. The promotion of this positive image would boost international visitors' participation in Japanese tourism activities (Rahayu, 2021).

A prominent Japanese culture in Indonesia is anime, which is also popular in manga, pop music, fashion, idol groups, and cosplay. (Aisyah, 2019) claims that the introduction of anime started with the widespread airing of anime series on numerous Indonesian television channels. Anime has continued to rule Indonesia's animation television up to this point. Due to the growing popularity of anime among Indonesians, a specialised website was created where anime can be seen for free online with Indonesian subtitles and where viewers can even download any episode of their favourite anime. The majority of Indonesian anime fans like everything Japanese. This is based on how Japan uses their culture in anime in a distinctive and fascinating manner so that Indonesians can easily embrace it. (Aisyah, 2019; Pujileksono, 2015) claim that the term "popular culture" is often used to refer to a pleasant or well-liked popular culture. Of course, mass media is also used to disseminate anime and control the global market. Due to this circumstance, Indonesians have a propensity to adopt or adhere to certain cultural practises regardless of how widely they are practised as a way of life.

In reality, anime and manga have traditionally had a positive reaction in the ;United States. (Daliot-Bul & Otmazgin, 2017) claim that the Los Angeles Anime Expo has recently been successful in drawing almost 500,000 attendees, mostly anime lovers. This demonstrates that anime characters that do not really resemble humans, Japanese, white, or Caucasian characters are seen as having no particular nationality by the audiences. As with its introduction in the US, its appearance may indirectly benefit Japan in selling or promoting their animation to other nations.

Some individuals, nevertheless, do not agree with anime and manga. (Goncalves, Navio, and Moura, 2020) claim that a few non-aficionados of anime in Spain believe that anime is seen as a genre for kids. Additionally, some Malaysians, particularly parents, believe that their children are spending too much time reading manga and watching anime. The youngsters who watch anime and read manga do so not simply for enjoyment purposes; they may also get knowledge from these activities (Mamat, Rashid, Halim, and Mansor, 2018).

The Impact of Anime and Manga Among Fans

The development of anime and manga that is becoming more prevalent on websites, whether official or illegal websites, has had an impact on the younger generation now. Therefore, because this study focuses more on the impact of anime and manga, so the impact has both of positive and negative.

One of the impacts is the way people wear cosplay outfits. In Indonesia, cosplayers take pleasure in dressing up as and acting out their favourite imaginations, such as sci-fi, anime, manga, and video game characters. In Japan, cosplayers do not only dressing up their costume, but they also display the character attributes. On weekends, these cosplayers often assemble in areas like Harajuku, as well as at events like costume competitions, cosplay parties, and comiket. They attended these gatherings not just to liven it up but also to display their talents (Kinsella, 2000).

Besides, mostly students in Malaysia students thought there was no need to resemble and behave like the character, for instance in terms of language, dress, or behaviour. They thought dressing up like an anime character was embarrassing. As a result, university students in Malaysia do not consider anime to be a critical culture. They believe that there is no need to spend a lot of time watching anime shows or spending money to dress up like a well-known anime character (Hassan, Sallehuddin and Abd Aziz, 2016).

Norsimaa Mustaffa, Mariatul Qibtiah Yusari, Kartini Kamaruzzaman, Khairunneezam Mohd Noor, Safiyyah Ahmad Sabri

Another than that, the way students in Malaysia drawing the innovation in the national characters was not developed and became restricted since the students were drawn to the Japanese and Western forms. The students have also had less exposure to local animation sources of references, such as books, archives, blogs, or any other platform to get the material, in addition to the strengths of Japanese and Western animation. The pupils often fall short of their expectations when it comes to handling colouring, lighting, or other flaws in creating animation character designs. They must put their talents through further practise (Khalis, Mustaffa, Ali, M. N, and Shararuddin, 2022).

Lastly, Lesbian, homosexual, bisexual, and transgender (LGBT) problems have risen in popularity in Malaysian social media during the last 10 years. Since Islam is the dominant religion in Malaysia, LGBT issues are often contentious and cause arguments. The portrayal of LGBT themes, seductive characters, and provocative adult genres like yaoi in anime and manga, which are at clashes with Islamic teachings, may have an impact on Muslims' beliefs 20 and morals. As a result, God-fearing Muslims have often criticised these media (Mamat, Rashid, Paee and Ahmad, 2022).

RESEARCH METHODOLOGY

Five respondents from Faculty of Leadership and Management (FKP) students who read manga and watch anime will participate in this study. This is because this group is usually suitable for answering questions about manga and anime. Besides, some groups are enthusiastic manga readers and anime. In addition, this study focuses only on students which is from age 22 to 23 years old. Therefore, only this population may be used to generalise the results. A research design according to Andrew, (2019) is the set of methods and procedures used in collecting and analysing measures of the variables specified in the research problem research. While McCombes (2019) defined the research design, also called a research strategy as a plan to answer a set of questions. It means the

frameworks that include, the frameworks that include the methods and procedures to collect, analyse the frameworks that include, the frameworks that include the methods and procedures to collect, analyse, and interpret the data. In other words, the research design describes how the researcher will investigate the central problem of the research.

There are three sorts of research designs which are qualitative research, quantitative research, and mixed methods research. According to Denzin, (2011) qualitative research is a contextual activity in which the observer situates himself in the world. It is a collection of interpretive and practical strategies for making the world visible. These activities have a substantial environmental impact. They transform the world into a series of representations such as field notes, interviews, dialogues, photographs, recordings, and self-reflection memos. While, other researchers define qualitative research, as opposed to quantitative research, focuses on the subjective meaning or social construction of subjects, events, or practises through the collecting of non-standardized data and the examination of texts and images (Rahman, 2017).

Besides, the primary goal of qualitative research, according to (Green and Thorogood, 2014; Haven, Tamarinde, and Grootel, 2019), is to answer the questions "how," "why," and "what" for a phenomenon. Data for qualitative research is also gathered through interviews, focus groups, and observation approaches. Qualitative research seeks to uncover the viewpoints of the study participants or patients. It employs a "emergent design," which refers to the iterative process of merging data analysis, preliminary data inspection, and data acquisition. The adaptability of this emergent design may complement and deepen the rigour and validity of the qualitative investigation rather than damaging it. Therefore, this study will focus on qualitative research.

Population Sample

According to (Shukla, 2020), the concept of population refers to the set or group of all units to which the research results will be applied. While (Hu, 2014), the population definition is a subset of the target population from which the sample

was actually selected. It is larger than the concept sample frame. It is also possible to define this sampling frame as an active version of the population under study. On the other hand, the meaning of population, according to (McMillan and Schumacher, 2010) is "a group of factors or individuals, whether individuals, objects, or events that fit precise criteria and according to that one wants to generalize the results of the study". Therefore, the population of this study included Faculty of Leadership and Management (FKP) students.

Then, to choose the sample from population, this study researcher choose to apply nonprobability sampling of technique. According to (Nikolopoulou, 2022), definition of nonprobability sampling is to answer a study topic, non-probability sampling draws its participants based on non-random variables such as their availability, locality, or subject matter expertise. When the parameters of a population are unknown or cannot be determined for each person, non-probability sampling is applied. Based on (Showkat and Parveen. 2017), the term of non probability sampling technique draws the sample using non-randomized methods. The non-probability sampling method relies heavily on judgement. Instead of random selection, individuals are chosen because they are easily accessible. For example, your classmates and friends are more likely to be included in your sample. Even if non-probability sampling is a helpful and easy method of selecting a sample in some circumstances, it is acceptable and the only method accessible in others.

Lastly, this study applies purposive sampling. Purposive sampling sometimes used word for numerous sampling approaches that select individuals on purpose based on characteristics they possess. It is also known as judgemental sampling because it relies on the researcher's judgement to choose the units, for example, people, cases, or organisations studied (Nikolopoulou, 2022). Therefore, this purposive sampling is very appropriate to use because researchers want to focus on research more deeply especially on a small sample. This is because

researchers want to access a certain subset of the population that has certain characteristics with the study.

Data Collection Method

Researchers choose a semi-structured interview as a data collection procedure since it allows me to ask more questions and provide better responses. Furthermore, semi-structured interviews are in-depth interviews in which the informant is required to respond to prearranged open-ended questions. As explained by it is also frequently used as an interview format, either individually or in groups (Jamshed, 2014). Using this way, the researcher may obtain more detailed information from informants who are knowledgeable about the impact of anime and manga on university students. Qualitative research methods can collect data more precisely and highlight informants' responses. The researchers also prepare certain questions that will be answered by the informant with the assistance of previous research. Researchers will also develop a list of similar questions to assist me get additional information.

In addition, researchers used Microsoft Team and Zoom to conduct online interviews and face-to-face interviews. Researchers interview method is a one-on-one interview at a time. My total number of informants interviewed was five. I chose this approach because I want to provide each informant the opportunity to respond freely while also allowing the informants to express their own opinions on the anime and manga they have read and watched.

Data Analysis Method

Researchers used thematic analysis to analyse results and data for this study. According to (Kiger and Varpio, 2020; Braun and Clarke, 2006), thematic analysis is a method for analysing qualitative data that involves exploring through data sets to discover, evaluate, and report patterns regularly. It is a technique for explaining

data while also being involved in the interpretation of processing the selection of codes and themes. The flexibility applied throughout a wide range of time, particularly in the context of theory and epistemology, distinguishes theme analysis. Thematic analysis is used to address a variety of research questions, design, and sample size data. (Arson, 1995) also stated that thematic analysis is applied in ethnographic research or those that are compatible with phenomenological research.

So, the final phase of the analysis part is the development of the results report, which is based on the research coding and the theme. The goal of the research report is to offer a convincing "narrative" about the data based on researcher's findings. As a result, the narrative explanation must be convincing and straightforward. Even descriptive TA is required to go beyond description to construct an argument that addresses the research aims and objectives. In provided writing, researchers try to avoid duplication, unnecessary complexity, and passive language.

Research Instruments and Questionnaires

This study has 17 interview questions to figure out the impact of anime and manga on students at the Faculty of Leadership and Management (FKP). The question will be divided up into three sections. Part A consists of some generic questions about the respondents' demographics. The next part is focused on the study's objective. Part B includes five questions about why students at the Faculty of Leadership and Management (FKP) are interested in watching anime and reading manga. Part concludes with seven questions more about the impact of anime and manga among Faculty of Leadership and Management (FKP) students.

Norsimaa Mustaffa, Mariatul Qibtiah Yusari, Kartini Kamaruzzaman, Khairunneezam Mohd Noor, Safiyyah Ahmad Sabri

PART	QUESTION
PART A	• Name of Respondent • Gender • Age • Year of Study • Programme
PART B	*RQ1: What make Faculty of Leadership and Management (FKP) students interested in watching anime and reading manga?* Q1: How often do you spend your time in a week to watch anime and read manga? Q2: What type or genre of anime and manga do you like to watch and read? Q3: Personally, how did you get interested in watching anime and reading manga? Explain. Q4: From your opinion, why college/university students like to watch anime and read manga? Q5: Can you share from your viewpoints (it may be good or otherwise), what make anime and manga attract its viewers?
PART C	*RQ2: How far anime and manga give impact on Faculty of Leadership and Management (FKP) students?* After you watch anime and read manga; Q1: Does anime and manga give any impact to you? If yes, how far? Q2: Does anime and manga impact your attitude? Q3: Does anime and manga impact your personality? Q4: Does anime and manga impact in the way of how you think? Q5: Do you feel addicted in watching anime and reading manga? Q6: Explain how do you feel after watching anime and reading manga? Q7: Explain how anime and manga impact college/university students? (It may be good or otherwise)

Table 1: Interview Questions

RESULT AND DISCUSSION

In this section is an overview of this research study. All informants are recognized by their perception and why they watch anime and read manga. Five students from the Faculty of Leadership and Management (FKP) at Universiti Sains Islam Malaysia (USIM), three female and two males, participated in in-depth interviews for this study, which obtained information applying the qualitative approach. The ages of the five informants range from 22 to 23. Every informant qualifies the study's requirements for manga and anime fans.

There are two research objectives that need to be focused on the impact of anime and manga among Faculty of Leadership and Management (FKP) students. This section begins with a discussion of why university students are interested in watching anime and reading manga. The study found that there are various views among the informants regarding the time they spend watching anime and reading manga although there are also similar answers among them. Next followed the type of anime and manga genre, their involvement in watching anime and reading manga, factors of university students like to watch anime and read manga and the reason of attraction anime and manga to its viewers. Here there are various reasons why university students are interested in watching anime and reading manga because of the influence of family and close friends, education in terms of learning Japanese language and art, interesting plot and genre, resemblance of real life and other reasons.

The second objective is this research is to figure out the impact of anime and manga among Faculty of Leadership and Management (FKP) students. University students are mostly affected by watching anime and reading manga in terms of positive and negative impact. The clear impact here is in terms of addiction, self-impact, attitude, personality, thinking, feelings, and good value in terms of friendship. There are various effects of anime and manga on students.

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Factors of University Students Like to Watch Anime and Read Manga

Most informants stated that the main factors of university students like to watch anime and read manga is to release tension. Informants A, B and C gave almost the same answer that university students watch anime and read manga because they want to release their tension because as a student, their job is to review, complete assignments and study. In addition, informant C also stated that another factor that makes university students interested in watching anime and reading manga is that it reflects real life. Although in her view that the storyline in anime and manga is not logical, it gives a meaningful effect to every anime viewer and manga reader. Factors that cause university students to become interested in watching anime and reading manga are due to the 2D art style, Japanese language and the way manga is read from right to left. Informant D stated that the art style produced by Japan is different from the Malaysian art style. Their 2D production is different and more like a reality picture like the background scene at school. In terms of interesting Japanese language, it is also one of the factors of university students' interest in anime and manga. In addition, informant D further explained that the way of reading manga is different from overseas comics. This is because the way of reading it starts from right to left. Indirectly it trains the reader's brain to read manga from right to left. This is what makes readers interested in reading manga. Informant E, on the other hand, explained that the factor that university students like to watch anime and read manga is due to the influence of friends and interesting plots. He stated that students will start to be interested in watching anime and reading manga because he sees his close friends watching anime and reading manga. From there began their interest in watching anime and reading manga. He also highlighted that students who start reading manga will ask for recommendations from their best friends to give manga and anime titles because of the interesting storyline that makes this university student to continue reading manga and watching anime.

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The Reason of Attraction and Manga to its Viewers

Informant A stated that the reason why anime and manga appeal to its audience is because it provides an opportunity for anyone to learn different types of art styles in producing animation productions. He also gave examples of animation studios such as Mappa Studio and Wit Studio which can give ideas to viewers who are interested in learning how to draw and produce animation. In addition, informant B explained that anime and manga are only good for releasing tension. This is because both can have an impact in terms of beliefs and attitudes of the people who watch it. Unlimited content can also have a negative effect. However, informant B also highlighted that what is good about anime and manga is that both provide lessons in terms of the value of friendship and helping each other which is also one of the reasons why anime and manga attract viewers. Then, an interesting plot is one of the reasons why viewers are drawn to watch anime and read manga. Informants C and E highlighted those interesting storylines such as Spy X Family, Kuroko no Basuke, Haikyuu and so on are the reason people watch anime and read manga. At the same time, informant E stated that anime and manga also inspire people who watch them like sports-type anime and manga. He also explained that anyone who watches anime like Kuroko no Basuke will take the initiative and apply techniques in terms of fighting and playing anime characters in their lives indirectly. Informant C also explained that the reason people are attracted to watching anime and reading manga is because of sexy characters. This shows that sexy characters shown in anime and manga are one of the ways to attract the audience to continue watching and reading manga. She also stated that even though there are sexy characters in the anime he watches (Spy X Family), she only watches because she wants to see the cuteness of Anya's character. Informant D also mentioned that the Japanese language, the way of writing, the results of paintings based on reality, the culture that is applied in anime and manga such as introducing Japanese cultural festivals and food is one of the reasons why anime

and manga can attract the audience's interest. In terms of drawing, every anime and manga artist create a background scene based on a place in Japan. It is clear here that anime and manga attract viewers to visit every place shown in anime and manga. Besides, anime and manga introduce their various cultures such as festivals and food. Indirectly, Japan has introduced their culture to the whole world. Informant D also stated that he became interested in Japanese food while watching anime. When she does not know a certain food featured in anime and manga, he will search on Google. Therefore, this is also the reason why anime and manga manage to attract viewers.

Self-Impact

There are several self-impacts that have affected each informant. Informant A stated that anime and manga had an impact on the way he wrote stories and created original characters. At the same time, he will become a person with strong imagination and there are times when it has an impact in terms of his thinking, which is overthinking. While informant D stated that anime and manga influenced her in terms of her being able to learn Japanese by just watching anime. She also stated that her previous vocabulary is increasing, and she can speak a few words of Japanese. At the same time, informant D expressed his wish that he wanted to visit Japan because she wanted to feel what the character she was watching felt like. In addition, Informant E explained that he became interested in playing sports because of the anime he watched. This is because, when he watches his favorite character play a sport like volleyball, he also tries to play like the anime character. In addition, anime and manga also affected him in terms of friendship. He stated that he was willing to help his friend who was in trouble. This is because one of the anime characters such as One Piece and Naruto has given him inspiration to help his friend. However, there were two informants who stated that anime and manga did not have any impact on them. The one that clearly did not impact him was informant B. This is because she watches anime and reads manga just to release

tension and as a hobby. She also stated that anime and manga will have an impact on someone if they are addicted to watching anime and are willing to spend money to buy manga. However, informant C is a little different from informant B. She stated that anime and manga did not have a hundred percent impact on him. However, she explained that one of the anime that had an impact on her was The Rising of Shield Hero. She said that the hero in the anime started from the bottom because many people didn't like her. Here, she reflects on herself as a student where everything starts from the bottom before going up. She also explained that she has a hard time accepting people and this story turned out to reflect a lot on her, especially in terms of finding friends. When she saw the hero start making friends, informant B also wanted to start talking to people around her. Informant B also explained that she cried while watching it. She also stated that not all anime and manga have an impact on her but depend on the storyline of the anime and manga.

Attitude

Most of the informants stated that anime and manga had an impact on them in terms of attitude. Informant B stated that she gets inspiration from manga and anime where there are strong and brave characters. Starting from anime and manga, she willingly to follow theircourage. In addition, informant D is a fastidious person. She does not like it when things are not very tidy, so she will tidy up to make it look clean. She says that she got this impact based on the anime and manga she watched. Characters that had a big impact on her were Levi from Attack on The Titan, Kita Shinsuke from Haikyuu and Katsuki Bakugo from Boku no Hero Academia. While the impact of anime and manga on attitude is that informant B stated that anime and manga did not have any impact on her, but it still had a little impact on her in terms of creating a boundary with any people that she met. Likewise with informants A and E. Both stated that anime and manga did not affect him because they still maintained their own attitude. However, they also explained

that anime and manga affect people in terms of determination, consistency, provocation, and kindness to people.

Personality

Informant A stated that anime and manga have an impact on his personality. Among them is that he becomes a straightforward person when he is not satisfied or feels disturbed when he interacts with people. Informant B stated that she would be a gentle and strict person based on the situation. This is because she was influenced by the anime and manga, she watched so that it carried over to her personality. Meanwhile, informant D mentioned that she gets emotional when watching anime and reading manga. She stated that she will get emotional when she sees the sad story. She stated that she seems to be in the same situation as the anime or manga character. She also said that she suddenly becomes sad when she sees an anime or manga character crying. At the same time, she became a grumpy person when playing a character, she watched in anime or manga scolding another character. She also said that indirectly he would agree with the actions of the character in anger without realizing it. Clearly here there are various impacts on informant D's personality. However, it is different with informants C and E. Both informants stated that anime and manga did not have any impact on their personality. This is because for informant C, she stated that she only watches anime and manga. Informant E explained that there are different types of personality and one of them is fashionable. He stated that he is not interested in cosplaying as an anime or manga character. However, he also explained that he will be a protective person based on the situation.

Positive Impact of Anime and Manga Among University Students

Informant A stated that anime and manga have an impact on anime and manga from a positive point of view in that they can help students release tension after facing rough time finishing the assignments. In addition, it also becomes a copy

mechanism and learn something new for students in terms of spending time with useful activities such as cooking and painting. He also stated that students can also gain their knowledge of Japanese culture and language. Informant C stated that anime and manga have an impact on anime and manga from a positive point of view, that is from the point of view and attitude. This depends on how the student accepts and applies it in their life. At the same time, she stated that anime like Naruto also influenced runners to be diligent. Informant D explained that the positive impact was in terms of friendship. Students can take lessons in terms of how the character builds their friendship. Also, anime and manga give the impression of being careful with the people around us because not all people are good. Lastly, anime and manga can have an impact in terms of art style. This can improve one's skills in art. Informant E stated that the positive impact of anime and manga on university students is from the point of view of protecting people. He also explained how those feelings arise and at the same time anime and manga also have an impact in terms of making a person hardworking.

Negative Impact of Anime and Manga Among University Students

Informant B stated that anime and manga have a negative impact on university students. Among them is wasting time, wasting money, and looking at people from an external point of view. She explained that people who are into anime and manga will be willing to spend their money and time to go to Anime Expo and wear cosplay costumes. In addition, she also explained why university students look more at the appearance of manga or anime characters than from their internal point of view. Informant C also stated that from the point of view of thinking negatively about people, it affects people. At the same time, reading LGBT books also has an impact on university students. This is because the student will indirectly normalize LGBT without realizing it because they are used to seeing such content. She also explained that LGBT people are also in any drama that is watched. Informant E explained that the bad effect of anime and manga on

university students is bullying others. He stated that this bullying is a mistake. In addition, watching anime and manga that have LGBT content, explicit content will lead to bad behaviour. He also explained that even though the university student was just watching, one day the student would be tempted to do an immoral act.

CONCLUSION

Ultimately, what has occurred is that manga and anime have become part of an increasingly expanding sphere of popular media. This sphere may not be destined to be a monoculture and access to the sphere is enabled by shared channels or platforms that connect consumers to some perceivable sense of difference or uniqueness. These channels might be through cultural products like manga and anime, or the platform may be the interactive space of the internet, where consumers connect and share on a global scale. The examination of the position of manga and anime outside Japan highlights the negotiation of cultural and national identity that occurs when graphic and texts are shared and undoubtedly to some extent modified in that sharing process including in today's global media market. This modification of the sharing process channel which can be viewed as both different and familiar from above and below, creates an interactive, fluid space of communication.

The conclusion here is that both positive and negative impacts of anime and manga on university students have been discovered especially in genre. Among the positive impacts are in terms of education, students can learn Japanese language and art. In addition, attitude, personality, thought, feelings, and good value were also discovered in this research. Similarly, negative impacts such as waste of money, time, normalizing LGBT, addiction, bad behavior in terms of watching mature content can affect university students. There are two suggestions for future academic researchers. First, future research is recommended to broaden the study

sample by studying all age groups and conducting studies in Malaysia. This is because this study only focuses on Faculty of Leadership and Management students. Lastly, researchers can explore in further detail how anime and manga impact attitudes, behaviors, or environment from an Islamic perspective way.

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