

ABSTRACT

Otaku is a term referring to those who fond of Japanese pop culture like anime and manga. Because of some activities, negative views on otaku developed in the society. This causes otaku to tend to experience difficulties in interacting with non-otaku, then they create or join groups or communities that are in accordance with their vision and mission towards Japanese popular culture. With this communities otaku can interact openly without fear of misunderstanding. Soshonbu is the first Japanese community to have semi-formal and educational oriented concept. This study aims to reveal otaku's communication behavior in social interactions. This research method is qualitative research with a phenomenological approach and uses constructivism paradigm. Data collection techniques are carried out by interviews, observation and literatures.

Based on the research result revealed that otaku does some communication behavior in social interaction. In social interaction it produces an associative and dissociative process when otaku interacting with both other otaku and non-otaku. Otaku feels more comfortable when interacting with fellow otaku. Verbal behavior appears more diverse than when otaku interact with non-otaku. The same thing happened to non verbal behavior, otaku was more expressive and aggressive when interacting with fellow otaku.

Keywords: Communication Behavior, Otaku, Social Interaction