

Consumption and hegemony of Japan: A case study on consumer culture of Japanese identity products toward undergraduates

Title	Consumption and hegemony of Japan: A case study on consumer culture of Japanese identity products toward undergraduates
Author Order	2 of 3
Accreditation	
Abstract	<p>This research aims to find the relationship between consumer culture lifestyle and Japanese identity products with educational background. Through this research, would know the things that encourage consumer culture towards products with Japanese identity. The subject of this study were undergraduates of Jenderal Soedirman University majoring in Japanese literature survey method. This research analysis was descriptive qualitative using the perspective of the lifestyle-culture consumer-culture industry while the data is presented quantitatively. The study found that the tendency to consume Japanese-identified products was due to the impression that they were part of Japan and the belief that Japanese-style variants tasted better. There are no undergraduates majoring in Japanese literature who consider products with Japanese identity as ordinary goods. That shows that those who have studied Japanese have indirectly been hegemonized and become agents of cultural intermediaries. Through consumption culture, they give meaning to products with a Japanese</p>
Publisher Name	Universitas Negeri Semarang
Publish Date	2023-03-02
Publish Year	2023
Doi	DOI: 10.15294/komunitas.v15i1.41268
Citation	
Source	Komunitas
Source Issue	Vol 15, No 1 (2023): March
Source Page	139-148
Url	https://journal.unnes.ac.id/nju/index.php/komunitas/article/view/41268/pdf
Author	YUDI SURYADI, S.Pd, M.Pd