Influence of Online Store on Public Enthusiasm on Japanese Anime Culture Merchandise

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Abstract. The purpose of this study was to find out how much public enthusiasm for Japanese anime merchandise was seen based on the sales of the merchandise. This research uses a purposive sampling method with non-random sampling technique. Nonrandom sampling is used to determine the specific characteristics that are in accordance with the research objectives. The specific characteristics of sampling that are used as criteria are the seller and the level of sales. So that the final results of this study can be known the influence of the level of sales of Japanese anime merchandise to the enthusiasm of the community in entrepreneurship to become the seller of these products.

1. Introduction
Japanese culture entered Indonesia through music, animated cartoons, Cosplay, books and Japanese anime merchandise sales. Sales of Japanese anime merchandise themselves, usually found in fashion shows about costumes commonly called Nihon SF Taikai. In addition to the festival, it can also be found in the distribution of anime merchandise sales, as well as online anime merchandise stores. Sales of online anime merchandise have been growing rapidly because it can make it easier for the public to buy it. Various types of anime items are sold such as posters, pins, key chains, bookmarks, Cosplay clothes, and more. The rush of traffic selling Japanese anime merchandise both online and offline, has also triggered the growth of new entrepreneurs engaged in selling anime merchandise. With so many entrepreneurs plunging into the world of sales, it automatically helps the government to reduce the number of unemployed people. In addition to selling original products directly exported from Japan, anime sales also open up business opportunities for artisans to make products, especially key chains. There have been many studies that discuss the influence of Japanese anime merchandise including those which are connected by the number of communities, which are key to anime products [1]. About the influence of characters from Japanese anime [2]. The anime also raises new cultures to encourage entrepreneurship [3]. In selling anime, it also requires good sales management that embraces SWOT and PEST [4]. Sales of anime with a large scale require special handling of sales strategies in the form of marketing and distribution [5]. Large-scale sales are not only importing, but have penetrated into local products, involving artisans [6]. Other effects of anime sales have fostered the interest of entrepreneurs to sell diligently the merchandise [7].

The sale of anime has also involved the internet, both as a strategy and an online product-selling tool [8]. Sales of anime can also be seen from the consumer's point of view and the Marketing strategy for New Entrepreneurs [9]. To facilitate meetings between sellers and buyers the most appropriate tool is the online sales [10]. Finally, everything that consumers or sellers will do to shop depends on the intention [11]. Therefore, the authors are interested in conducting research on the influence of people's enthusiasm towards entrepreneurship anime merchandise. Merchandise entrepreneurs can be offline or online. Based on the explanation above, it can be stated that the purpose of the research is to find out how much the public enthusiasm for Japanese culture, especially in purchasing anime items. So that it can be concluded that the results of this study are creating new entrepreneurs who are concerned about
sponsoring anime products by considering the purposive sampling method. The sampling used is the level of sales of 2 entrepreneurs by asking a questionnaire [12].

2. Method
The method used is a purposive sampling method with non-random techniques [13]. The method by selecting samples represented by previously known populations. Sampling in the study used two anime merchandise entrepreneurs to compare the level of sales [14].

3. Results and Discussion
The author provides a sampling of 5 questions for online merchandising entrepreneurs on how to sell online anime merchandise, see Figure 1, here are the questions that have been given.

1. **What products are often purchased?**
2. **Why people many buy these products?**
3. **If the product has been sold, how to make it again?**
4. **Until now, has there been an increase in purchases?**
5. **Is the product quality improved?**

**Figure 1.** Questionnaire [15]
The questions above are answered in various ways, the first online anime merchandise entrepreneurs provide the following answers:

1. Answer the first question: items that are often purchased by the public are posters, pins, key chains, and bookmarks.
2. Answer the second question: why do many people buy this product because it is cheap compared to buying anime books or pillows.
3. Answer the third question: if the product is sold out, the entrepreneur reprints the product, especially posters and bookmarks.
4. The Answer to question four: from the past to the present there have been developments in increasing purchases, entrepreneurs have declined as more and more entrepreneurs of anime merchandise, and for answers to
5. The answer to the fifth question: is product quality improved, of course for the competitiveness of selling anime goods.

Entrepreneurs in the second online anime merchandise provide the following answers:

1. Answer the first question: often bought by the public is a key chain.
2. Answer the second question: why do you buy a lot because keychains can be carried everywhere, compared to comics that must be seen first, and sometimes the story is not in line with the buyer's expectations, but if the key chain can be identified immediately. From material or illustration.
3. The answer to the third question: if the product runs out, entrepreneurs usually immediately ask the author to print it again or not, and if there are many orders on the product the author often places an order in advance.
4. Answer to question four: Since the past until now, there has been an increase in purchases, employers answered there.
5. The answer to the fifth question: the last number for improving product quality, entrepreneurs answer it naturally because they often sell at Japanese events, entrepreneurs have the desire to improve the skills and quality of the products they sell.
Based on the description above, the items most in demand by the public are key chains as shown in Figure 2. This product sells because the price is cheap and the quality of the product can be seen directly by the buyer, and can be carried everywhere.

![Merchandise Anime](image)

**Figure 2. Merchandise Anime[16]**

Figure 2 above is anime merchandise sold at Japanese events such as key chains, action figures, anime posters, cat headbands and more. The products that are most in demand by the public are key chains because they are cheap and can be carried everywhere. In addition to the key chain there are also other items for sale, dolls like Figure 3 below.

![Merkhandise Anime (amazon.com)](image)

**Figure 3. Merchandise Anime (amazon.com)**

Figure 3 above is a doll and hangers for anime merchandise at one of the official anime merchandise stores in Japan. Prices start from 500 yen to 5,000 yen. Figure 3 is one of the anime merchandise in one of the online stores, namely Nendroid. Nendroid is also in demand by the public, although the price is quite expensive, but the quality of the product is very good. In addition, anime costumes are popular in Japan. Pins are also popular in the community because they are the same as key chains, besides being cheap and can be carried everywhere. Product quality can be seen directly by the public. After that, arcades are also popular in Japan. The picture above is anime merchandise inside the claw machine. This place can be found while walking in downtown Japan or even in children's playgrounds in Japan, so in Japan there are many anime shops [16].
4. Conclusion

The interest in Japanese anime merchandise such as comics, manga, cosplay and many more turns out to be of many benefits, namely being able to get to know Japanese culture through the doll characters displayed. Many popular anime merchandises are key chains because in addition to low prices they can be taken everywhere. Interest in anime merchandise also brings its own advantages with many beginner or senior entrepreneurs plunging into the world of selling anime, like online or offline. It also brings fresh angina to local craftsmen.

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