Nakama: Reception on the Audience of One Piece *Anime* by Eiichiro Oda

Mery Kharismawati[1], Lufi Wahidati[2]

[1,2]Vocational School, Universitas Gadjah Mada, Yogyakarta, Indonesia

ABSTRACT

Background: The theme of friendship in *anime* is often why an *anime* fan makes an *anime* title his/ her favorite. One Piece by Eiichiro Oda is an *anime* themed on the friendship of pirate crews. It aired on Indonesia's private television station in the 2000s. In One Piece, the word *"nakama"* is assumed to represent the sincere bonds of friendship offered by the character Luffy. But there's also an assumption about the hidden meaning of making someone into their *Nakama*. Not the one celebrated by the fans, but a reciprocal deed of a human being who needs another person's help to reach their ambition. The assumption is up because One Piece fan who was touched by this character's charisma also called themselves *"nakama."* **Purpose:** Find out the dominant, negotiation, and opposition regarding the scene of *"nakama"* explanation by the character Nami in *anime* episode 102. **Methods:** This research used a qualitative method with a reception analysis approach by Stuart Hall. An in-depth interview was conducted with four informants who had been fans of One Piece since childhood and studied Japanese language and culture. **Results:** This research revealed that *"nakama"* has a biased meaning and does not only refer to "sincere friendship ."The informant's answers were also influenced by their knowledge of Japanese culture learned in college and their everyday socializing experiences. Two informants are in the dominant hegemony position, and the rest are in a negotiation position because they have not found someone like *"nakama"* in the One Piece *anime*. **Implications:** Provide information about how the audience learning the Japanese language and culture view the meaning of *"nakama"* in their favorite *anime* and their view about friendship in real life.

Keywords: audience reception; *nakama*; friendship; One Piece; Eiichiro Oda

Correspondence: Mery Kharismawati, S.S., M.Si. Vocational School. Universitas Gadjah Mada. Jl. Persatuan, Blimbing Sari, Caturtunggal, Kec. Depok, Sleman, Daerah Istimewa Yogyakarta 55281 Email: mery.kharismawati@ugm.ac.id

INTRODUCTION

The theme of friendship is often used to give colors for stories in *Shonen* genre *anime* from Japan. An example of this is an *anime* like "One Piece," "Naruto," "Bleach", and so on. The term *"nakama"* is said by a character in the *anime* when addressing people familiar with one another. In the *anime* "One Piece," the word *"nakama"* is often mentioned by the character Luffy as the ship's captain to his crew.

"One Piece" is a manga (a term to refer to comics from Japan) written by Eiichiro Oda, which premiered in Shonen Jump magazine issue #34 in 1997 (See Figure 1). In 1999, the *anime* version of this comic was produced by Toei Animation and aired on Fuji Television in Japan. Private TV stations RCTI (2000) and Global TV (2002-2006) aired One Piece in Indonesia. "One Piece" tells about the adventures of pirate Monkey D. Luffy and his friends to find the treasure of One Piece that no one knows.

During his journey, Luffy, as the captain, recruited several crews for his ship with their unique abilities that were beneficial for the journey to find One Piece. As of August 2022, the *anime* "One Piece" has reached its 1027th episode. "One Piece" has won many awards,

Source: Youtube FUNimation (2022)

Figure 1 Straw Hats Pirate

including the Guinness Book of Records for the most manga sales in 2018 (AFP-JIJI, 2021; Li, 2022). In August 2022, the number of issues of "One Piece" exceeded 500 million copies, thereby obtaining a new record in the Guinness Book of Records, namely "The World's Most Published Comic Series by a Single Author" (Li, 2022). This achievement shows the loyalty of "One Piece" fans to continue to enjoy this ongoing story for two decades (1997-2022).

"One Piece" is an *anime* with adventure and friendship themes (Merila, 2020). "One Piece" embodies "friendship, effort, and victory." These concepts are meta-concepts that cover all works published in Weekly Shonen Jump (Onoda, 2013).

Pirates are often described as having many crews that can grow into tens or even hundreds of crew on one ship. However, Luffy's Straw Hat pirate crew only consists of nine people: Zoro, Nami, Sanji, Usopp, Chopper, Robin, Brook, Franky, and Jinbei. The Straw Hat Pirates team up with Luffy in unique ways etched in fans' memories. , the crew is offered to join the Straw Hat Pirates after being helped/rescued by Luffy and hearing about Luffy's dream of becoming a pirate king. The title of "king of pirates" will be given to the pirates who found One Piece. Luffy always recruits his crew based on specific needs by inviting them to be his *"nakama."* For example, on Zoro's recruitment, Luffy said. "*Omae, katana tsukaunda, ore no Nakama ni naranai*?" which means, "You know swordsmanship huh. Would you like to join me

as my '*Nakama*'?" In another example, Luffy said, "*Koukaishi toshite Nakama ni naranai*?" ("Be my *Nakama* as navigator for my ship") on the character of Nami (Oda, 2002).

One of the most touching scenes about this '*Nakama*' meaning was footage from episode 102. This episode reveals the definition of "*Nakama*," said Nami, the navigator(during the Alabasta arc). Nami thought humans could not do all things alone with their abilities; humans needed help from other people (*Nakama*). Someone must be able to help or do something useful for his *Nakama* because their relationship is meaningless if not. Nami said this because she remembered Luffy's words, who believed he could not live without his crew. Luffy can not navigate the ship like Nami, sword fighting like Zoro, a healer like Chopper, cook like Sanji, or shoot and tell lies like Usopp.

However, if necessary, Luffy can fight with all his might and sacrifice himself to save people who experience injustice. Luffy comes to his prospective crew, who are facing problems, and makes significant changes to their life so that in the end, they are willing to be recruited or voluntarily offer themselves to become Luffy's ship crew members. Luffy's sincerity in helping others (especially his crew) is a characteristic of the substantial value of friendship in the *anime*/ manga of "One Piece."

Anime as a medium contains a message to be conveyed to the audience. In Stuart Hall's communication model, a message is received in a non-linear process but is influenced by

various factors, including the subjectivity of the message's recipient, so sometimes it produces various meanings (Hall, 2006). The message of friendship is received by "One Piece" fans and manifested in how they call their fellow fans the term "*Nakama* (Avriarno et al., 2022) (Ramadhan, 2013). Avriarno et al. (2022) wrote that Luffy, as the main character in One Piece, encourages members (his *Nakama*s) to join or rejoin the crew. The theme of OP is the pirate's attempt to make his dream come true. The message of this manga is about the importance of never giving up when you have a goal you want to achieve. This statement also implies that friendship has important value in the story. Manga and comics are tools, and they have the function of conveying a message. As a medium, comic messages are generally clear and pleasant.

For that, manga, media, or books can be a source of learning. In line with Avriarno, Kopper (2020)in his article also states that *anime* as a popular culture is a medium or tool to influence audiences on how to behave and act in the real world. Kopper (2020) and Abdenour (2021) depicted One Piece as a pirate story. It ties into the intertextual milieu of what pirates stand for in popular culture-symbolizing a challenge to an established order of states, thereby encouraging readers to reflect on problems of global order critically.

In older research, Yasuda (2011) describes how Luffy's unique ability caused many people to want to support him. Yasuda's thoughts

motivate the younger generation of Japan to open up and not be afraid to build relationships with other people. Luffy's character has the personality of a leader who is loved by the people/followers and gains the loyalty of his colleagues. There is also a message about the importance of maintaining good relationships with others by showing one's best abilities in a group, like what *"nakama"* did in the *anime* "One Piece."

Audience reception research is important to observe the effect of media on the audience and formulate actions to overcome problems that occur due to the influence of texts consumed by the public. Debby et al. (2020) look at accepting the desacralization of Indonesian horror films in society. This article shows that even though the text tries to lead opinion to a structured meaning, every audience can criticize it through their perspective and social background.

This research indicates some peculiarity from the previous research on One Piece *anime* and manga, which used the object of 'devil fruit,' the unique ability of the character Luffy, and soft power in the *anime* story; this research analyzes the audience's reception of the concept of *"nakama"* which appears in the *anime* "One Piece ."Research on audience reception regarding the meaning of the concept of '*Nakama*' is important to see the impact of the media, especially *anime* shows on television, on the perspective of the Indonesian people regarding friendship.

In the communication process, the structure of information production is semi-open, including the process of media production and reception, media producers, and receivers. What media representation consists of the encoding by the producers and the decoding by the audience (Mak, 2019: 5). From these, it can be found that the framework of encoding/decoding theory plays a significant and inspired role in understanding the process and content of media communication (Xie et al., 2022). Reception theory analysis tries to understand how the audience interprets the message put out by the media so that the audience accepts and follows the message it gets. Hall explains that the decoding process has implications for reception analysis. The audience decoding a media text will involve a process of perception, thought, and interpretation (Hall, 2006).

According to Verdeber (in Mulyana, 2010), perception is the audience's response to the message received, starting from the impression obtained through the five senses. Two factors influence perception, and the first is internal (personal), individual personality when responding, influenced by attention and interest. The second factor is external factors, namely the influence of physical stimulus objects with differences and uniqueness. What is meant by thinking is the act of weighing, describing, connecting, and finally making a decision. Motives affect decision-making. Motives are drives, desires, wishes, or other driving forces within the individual.

Hall (2006) argues that audiences passively

receive media texts and interpret them based on their culture and background knowledge. The media can encode whatever meaning they wish to convey or influence through encoding and decoding. However, it is up to the audience how they decode or interpret the media text, in which case the result may not be mutually beneficial.

Qualitative research is the best paradigm to follow to find audience reception on something. Qualitative research is often called flexible because it respects every possibility when data collection is carried out. It is because this research is cultural research that appreciates and interprets the subjectivity of those being studied. The material object of this qualitative research is excerpts from the *anime* "One Piece" episode 102, which shows the meaning of *"nakama"* from the perspective of the character Nami. This scene is considered a very touching moment because of the strong bonds of friendship depicted.

This idea is further developed by popular culture fan researchers who state that media audiences, especially fans, not only have the power to negotiate the meaning of media texts, but they also have the power to reproduce or redefine it. There are three categories of audiences when decoding: dominant hegemony, negotiation, and opposition (Hall, 2006, pp. 69-70). The dominant-hegemonic position arises from the results of audience reception analysis when they receive messages from the media. The audience takes the dominant ideology of the program for granted without resistance or

disapproval. Audiences also explain their lives, personal experiences, behavior, and social experiences in this ideology. Audiences are categorized as "operating within a dominant code."

The second position is negotiation. Here, the audience mixes their interpretation with certain social experiences they have experienced. The audience acts between adapting and opposing the messages conveyed by the media. The third position is the opposition, which is the opposite of the representation the media message offers (Hall, 2006, p.70). This type has characteristics that are defined as frustrated audiences compared to audiences who are comfortable with the message given.

As one of the audiences of One Piece, we assume that (1) friendship in "One Piece" is based on the desire to fulfill a need that must be fulfilled by presenting other people to fill one's needs/ deficiencies. (2) "One Piece" fans consider the friendship that appears in "One Piece" as an ideal form of friendship. Based on those assumptions, this study aims to reveal the audience's understanding of the concept of "*Nakama*," which is often brought up in the *anime* of "One Piece" and by fans in real life.

RESEARCH METHOD

This qualitative research uses an in-depth interview method with four "One Piece" fans. The informants were selected based on their experience following the *anime* "One Piece" since it aired in Indonesia in 2000-2006. They

are still dedicated to following the series, both *anime* and manga, up to the latest episode (episode 1000 in December 2021).

Qualitative research allows flexibility for the possibilities that arise when data collection is carried out. It is because this research is cultural research that respects and interprets the subjectivity of those being studied. The material object of this research is footage from the *anime* "One Piece" episode 102, which shows the meaning of *"nakama"* according to the character Nami, considered a very touching moment because of the strong bond of friendship depicted.

Interviews were conducted on December 15, 2021, with informants IZ and TI, with informant RZ on December 16, 2021, and ME on December 17, 2021. The conditions of the COVID-19 pandemic and the long distances forced these interviews to be conducted online via Google Meet and Zoom (for TI). Subjects were asked to tell what they knew about 'Nakama' in "One Piece," in the middle of the interview, informants were asked to watch a video and then restate their opinion about "*Nakama* ."The informant data interviewed can

be seen in Table 1.

The interview transcripts were then analyzed using reception theory from Stuart Hall. The results of the interviews are separated into two parts. The first is aimed at looking at the decoding process of the concept of '*Nakama*' from the *anime* "One Piece" from the four informants; this part also covers the background of their meeting with "One Piece." Furthermore, the transcription data was analyzed to see the meaning of the concept of '*Nakama*' after the informants saw a short video from episode 102. In this section, it will be seen whether the informants' thoughts about the concept of *Nakama* are still the same as the decoding process or if they have changed their opinion after watching.

RESULTS AND DISCUSSION

Luffy is described as a 17-year-old young man (before and 19 after the time skip). He dreams of becoming the pirate king, as he promised to Shanks, a pirate who once sacrificed himself to save him and inspired him to become the strongest pirate. Luffy is an innocent and passionate young man. He also

Table 1 Informant's Identity

No	Name	Age	Address	Education Background
1	IZ	23	Rembang	D3 Japanese Language
2	TI	20	Yogyakarta	Bachelor of Japanese Language (ongoing)
3	RZ	23	Yogyakarta	D3 Japanese Language
4	ME	24	Klaten	D3 Japanese Language

Source: Processed by Author (2021)

often acts carelessly, causing the other crew to get annoyed. However, Luffy always protects his crew and does anything to help and protect them. Luffy has a very stubborn nature and can not be matched by anyone. He will do anything to get what he wants, including acquiring his crew. With his belief that only with his crew can he achieve his dream of becoming a Pirate King, Luffy keeps trying to become stronger to protect his friends.

The development of Luffy's character is based on Oda's interest in samurai films that uphold the value of true heroism. Luffy's character is described as having all the goodness of a hero who fights for the people he wants to protect. Luffy likes to help people and is willing to help the oppressed. Luffy is like a samurai who always pays his debts to anyone. As a pirate, Luffy and his crew did not act as common pirate does; they tended to be good ones who sought justice and fought the injustice led by the government (Kopper, 2020). According to Oda, Luffy is also described as a model of an ideal child. Children who are always curious about new things are not afraid to try and never give up on getting what they want (Toka, 2021)

Historically, the term 'Nakama' referred to unions formed by commerce and industry in the Edo period to protect common interests. Among them, those who had obtained the official permission of the shogunate and clan were called "Kabu*Nakama* ."Since the number of members of this group is limited, the right to join it is transferred and sold as shares.

The kabu*Nakama* set the rules and officials, had collusion, and were granted business protections and monopoly rights in return for payment of money for public ceremonies and human services. Apart from mutually managing production and prices, the kabu*Nakama*s carry out activities together, such as relaxing and worship (Heibonsha, 2019).

According to Kojien, Daijirin, and digital dictionaries, the definition of 'Nakama' indicates an ordinary relationship. On the other hand, 'Nakama' in One Peace refers to the definition in the dictionary published by Iwanami (Iwanami, 2019).

心を合わせて何かをいっしょにするという間柄をかなりの期間にわたって保っている人。
そういう間柄

(a person who shares the same feelings, whose hearts are united (literally), who do something together, and who maintains friendly relations in a relatively long period)

Several studies on *Nakama* in Japanese society conducted by(Cargile, 1998; Mc Hugh et al., 2010; and Nanba, 2005) show that referring to someone as a 'Nakama' implies that the person has affiliation and a common goal. '*Nakama*' is not more intimate than a close friend *(shinyuu)* but more familiar than a common friend (*tomodachi*). *Nakama* can be formed when individuals interact in a relatively long period (not instantaneously formed in a short time). Research on *Nakama* also shows the importance of reciprocal relationships, manifested by *tsukiai* or activities carried out together and the pleasure experienced with

other members.

Contemporary researchers have treated friendship as an affinity-based peer relationship that may vary quantitatively on some dimension (e.g., intimacy and satisfaction) but have a single form. This construal is apparent in how multicomponent friendship quality or support measures are commonly combined into one summary value. In line with Aristotle, reducing friendship to one general type with quantitative variations in relevant characteristics may miss important distinctions among friendship types, and those variations include the characteristics of the friend, not just the affective processes of the relationship.

Aristotle described three types of friendships (or philia1): utility, pleasure, and virtue friendships (Anderson & Fowers, 2020) well-being, physical health, and longevity. Researchers have often linked unidimensional friendship quality to life satisfaction and positive affect, which are hedonic forms of well-being. Aristotle presented an expanded view of friendship with three general characteristics: Utility, Pleasure, and Virtue. Following his theory, we expected Pleasure and Utility characteristics to be primarily related to hedonic well-being (HWB.

Nakama concept is considered the utility type, which is best understood as having the primary purpose of making it possible for individuals to obtain value outcomes from themselves through exchanges with others. Therefore, the primary value of utility friendships is the degree to which relationships serve as a means to each friend's desired ends. A friend might have particularly helpful skills, relatively greater popularity, or physical strength. Because the relationship is based on a history of conferring benefits on one another, if that utility falters, so does the relationship. Friendships based on utility mirror the common idea that the point of friendship is to provide benefits for the friends, a view that has been enshrined in social exchange and interdependence theories of relationships (Huston & Burgess, 1979; Van Lange & Rusbult, 2012 in Anderson & Fowers, 2020).

Perception is a direct response from a person's absorption of something through sensing. It is also a process of interpreting information obtained by the senses (Purwodarminto in Mulyana, 2010). The four research informants are fans of the One Piece series who have followed the *anime* since it first aired on private television in Indonesia. The four of them are attracted by the uniqueness of One Piece animation and its characters that often show funny scenes but also complex storylines. IZ, RZ follows the story of One Piece from the *anime* and the manga. At the same time, TI follows Luffy's adventure through *anime*, manga, and games. The last informant, ME, only watched the *anime* series.

At the beginning of the interview, informants were asked to share their experiences with One Piece. The four have watched One Piece dubbed on their respective home screens. One Piece

broadcast stopped because it was considered to show scenes of violence and pornography.

The love of the four research subjects for One Piece is shown by their desire to find ways to enjoy the storyline of One Piece again after no longer being broadcast on TV. When IZ was in junior high school, he lived outside Yogyakarta. He admitted that he bought One Piece comics/ manga at Gramedia Yogyakarta, but in the end, after getting to know the Internet, she switched to online manga. IZ also knows the development of the One Piece story from his brother, who is already in college and has more access to the Internet than him. RZ recalled watching *anime* on private TV when he was little (elementary school) and then felt he had to catch up when he entered middle school. At that time, RZ, a Santri who lives in a boarding house, took turns buying One Piece comics. After high school, RZ accessed the One Piece manga online and re-watched the *anime* from the first episode. Likewise, TI and ME are trying to follow the storyline of One Piece through other media, such as the Internet and games.

IZ, RZ, and TI are interested in One Piece because of the story that smells of adventure into the wide world and holds surprises; meanwhile, ME likes One Piece because of the storyline and stories of friendship and because One Piece depicts new relationships in Japanese society. According to ME, who had interacted with Japanese people living in Japan, the new relationship was a non-biological bond that bound the Straw Hat pirate crew. This bond is

unique because the crew/ *Nakama* come from different families but can form strong emotional bonds. It is like what he saw in the lives of the Japanese students he knew. According to him, Japanese students get more affection from friendship than family. Furthermore, ME said that parents in Japan are already busy with themselves, so their children are looking for affection outside of family ties.

In addition to liking One Piece's adventure stories, which are about traveling from island to island with not monotonous stories, IZ also likes Oda's imagination of monsters and the uniqueness of the fictional world in One Piece. IZ also revealed that the story of friendship attracted him to One Piece. He says a '*Nakama*' is a ship's crew with quotes ('ship's crew'). According to Law No. 17/2008, a crew is a person who works or is employed on a ship by the owner or operator of the ship to perform duties on the ship by their position listed in the certificate book (Paralegal. id, 2008). IZ put quotation marks here because the '*Nakama*' formed by Luffy does not fit the definition of an ordinary crew. After all, the relationship between '*Nakama*' goes beyond just the captain and his men. For IZ, '*Nakama*' is a friendship that goes beyond ordinary friendship. According to him, there is a strong bond in the '*Nakama*' of the Straw Hat pirates, which is without a hierarchy of superiors and subordinates. IZ mentioned an example that the crew could scold the captain, such as when Nami, Sanji, Zoro, and others were angry at Luffy for his carelessness. The

following is a transcription of the interview with IZ:

> I first saw this series when I was a kid. If I am not mistaken, it was dubbed in Indonesian because I watched it with my brother. On TV, following my brother, I saw it. However, I do not know, the show is always about fighting, how come there are people with long hands, biting words, what kind of *anime* is this?
> In junior high school, I just looked for it again—recaling memory. I used to look for the comics when I went to Jogja at Gramedia bookstore.
> Since I knew there was an Internet cafe near my house, I have been looking on the Internet.
> More to the manga, sensei. I used to be into the manga.
> I got my interest in One Piece manga in 1999.
> (IZ, personal interview, 2021)

IZ argues that the bond that exists in this '*Nakama*' is no longer an ordinary friendship. Because even though they have not sailed together for long, the characters show strong attachment and loyalty when separated on the island of Sabaody (Sabaody arc). On the island of Sabaody, Bartholomew Kuma from the navy arrives and separates the '*Nakama*' for two years (called time skip). In the time skip, each character experiences development in both psychology and strength). IZ felt that the '*Nakama*s' could have continued their lives in their new places if they were just friends. However, the '*Nakama*' became stronger in their bonds when separated. Everyone practiced to be stronger and reunite to realize Luffy's dream while still holding on to their dreams. IZ emphasized that in Luffy's '*Nakama*,' no one mocked his partner's dream.

All considered each other's dreams equally important and fought together.

TI, who is also impressed by the unique story of friendship in One Piece because of the fictional spice (character power from devil fruit), thinks that '*Nakama*' are friends, but not ordinary friends. According to TI, who also plays One Piece games, '*Nakama*' is closer to the term 'friend in arms .'He feels that the use of '*Nakama*' is only due to Japanese terminology. For TI, '*Nakama*' is similar to the term 'colleague' in Indonesian, rather than friend (*tomodachi*) and close friend (*yuujin*) in Japanese. The term '*Nakama*' is used in certain groups only, such as the yakuza (organized syndicates, usually operating outside the law). '*Nakama*' can be applied to friendships between more than two people, as a few would be called *yuujin*. *Nakama* is characterized by trust in each other's roles on the Straw Hat ship called Going Merry.

> What is the meaning of *Nakama*? As far as I understand, *Nakama* is a friend but not a friend, more like a comrade; maybe those with the same vision and mission, so they fight together. In the OP, *Nakama* is a friend, yes, a partner; in Japanese, if a friend is *Tomodachi*, if a friend is *yuujin*, just a matter of language.
> When viewed from the OP, there is something more about knowing each other's goals;
> they trust each other, Like when Zoro said that Luffy would become the pirate king. is there, trusting each other's abilities,
> *Nakama* - closer than family, but if I see it from other dramas/*anime*s, In other dramas/*anime*s, usually, *Nakama* is only used in a group, like a yakuza gang,
> For example, if it is only the two of them,

we can call it Yuujin.
(TI, personal interview, 2021)

On the other hand, RZ said that 'Nakama' was just a term that Luffy chose to represent friends. RZ admitted that one of the reasons he was interested in One Piece was the unique friendship between the 'Nakama.' According to him, the character Luffy does not just choose a friend; when he decides to be a Nakama, he takes good care of the chosen one. In the Straw Hat 'Nakama,' RZ mentioned the captain and crew hierarchy. It is shown by the example of the scene when Usopp runs away from the ship, and Luffy, as the captain, wants to chase him; Luffy's action is prevented by Zoro, who says that a captain should not lower his pride by chasing after disloyal subordinates (Oda, 2002). In 'Nakama' according to RZ, there are things that must be maintained, namely respect and mutual responsibility for their respective duties. RZ was interested in how Luffy gathered 'Nakama' with their respective abilities, and all of them filled the vacancies/positions on the ship (navigator, chef, doctor, swordsman, sniper, repairman, etc.). According to RZ, not everyone can become a 'Nakama' because Luffy only wants to fill the vacant positions on his ship; it is like how a company works.

The only female informant, ME, said that 'Nakama' is the person Luffy chose to accompany him on his journey to finding One Piece. Luffy chose people who were ready to fight for their dreams together. Each member has their dreams and helps each other to realize their dreams while fighting together on the ship to find One Piece. The 'Nakama' must respect the dreams of the other 'Nakama' and keep their 'Nakama' together. ME argues that ordinary 'friends' may leave each other, but 'Nakama' does not. The departure of the 'Nakama' must be accompanied by a strong reason that it no longer has the same dream as when it joined Luffy. According to ME, the 'Nakama' seems to be bound by a 'contract' in the form of a dream expressed to the other 'Nakama.'

Thinking is the second factor that influences decoding. Thinking is an individual's action in weighing up to make a decision. Each research subject was asked to watch a video from episode 102, which tells the scene when the Straw Hat pirates are in the country of Arabasta to help Vivi's daughter fight the Baroque Works. At that time, Vivi, who had recently been rescued by Luffy and had sailed on the Going Merry ship, asked why Nami could trust her 'Nakama' so much. Nami said humans could not do everything alone; humans need 'Nakama.'According to her, the 'Nakama' must do something for the 'Nakama'; if it does not do anything for the 'Nakama,' then the friendship is meaningless. All research subjects agree that humans are social creatures who cannot live alone. Humans need cooperation with others to survive. However, specifically, some things differ from the responses of these informants.

IZ argues that the video explains that humans are social creatures who need other people to survive. According to IZ, Luffy continues to

look for the right position filler for the work on his ship; for example, Usopp is in charge of repairing the ship, but he has no expertise there, making Luffy decide to recruit Franky as a ship repair expert (*funa daiku*). According to IZ, '*Nakama*' cannot simply do the principle of reciprocity or require each crew to contribute. In the Straw Hat crew, the '*Nakama*' work according to their respective skills based on the trust given by Luffy when they are recruited. IZ's answer, compared to IZ's thoughts in the previous question, shows that '*Nakama*' is still a special relationship based on trust and respect for each member's dreams.

After watching the video, TI thought that '*Nakama*'s trust in Luffy was gained because Luffy always did everything earnestly. For example, when going to help his friend, he would fight without thinking about his safety. Likewise with other '*Nakama*', they will not hesitate to sacrifice themselves to save their '*Nakama* .'TI went from referring to '*Nakama*' as 'partners' in a certain affiliation to a relationship based on trust and sacrifice to help other '*Nakama* .'TI gave an example of Sanji in the Whole Cake Island arc, who was willing to cancel a marriage plan because he had to return to the Straw Hats pirates. TI was also touched by the story of Robin, who cried out his desire to live to Luffy and made Luffy and the other '*Nakama*' immediately move to save Robin without fearing that it would have consequences against the world government.

RZ's opinion about '*Nakama*' did not change after seeing the video; he still feels it is appropriate for someone to benefit from a friendly relationship. It is necessary to cultivate a sense of trust to eliminate negative thoughts/ suspicion of '*Nakama*.' RZ feels that everyone should have benefits for others, just like human limbs that have their functions. He sees that Luffy's friendship contains a relationship of equal reciprocity, so there is a balance, filling each other's vacant positions on the ship and making this group solid in its friendship.

According to ME, the video shows humans cannot live alone and must have at least one '*Nakama*' to accommodate their complaints. When one has a friend, one must understand that friend's abilities, strengths, and weaknesses. ME gave the example of accepting Luffy's choice of '*Nakama*,' who likes to lie. Usopp was not asked to stop lying by the rest of the crew because, according to ME, that was the value of Luffy and the other's friendship. This act is important so that Usopp does not lose his identity. ME considers Luffy's way of surviving by helping people who want to be helped. Luffy always finds out whether someone wants to be helped or does not like to be helped. Cooperation is also important in the term '*Nakama*'; it is like a company because each '*Nakama*' fills their respective positions.

Interpretation is related to the experience and value system in the informant's environment. This study shows that the concept of '*Nakama*' in One Piece affects their mindset towards the value of the subject's friendship in his daily life.

IZ, who considers '*Nakama*' a romantic bond, feels she cannot call her current friendship '*Nakama* .'She feels that to become a '*Nakama*,' each individual, including herself, opens a wall of separation, which often appears to avoid excessive interaction. IZ feels that those who can become '*Nakama*' have been friends since childhood, so they already know the ins and outs of that person. IZ feels that '*Nakama*' is difficult to establish in her generation (generation Z, born in the 1990s-2000s). IZ considers people from the same generation as him dishonest, and finding a true friend in this very life is not easy.

Millennials/Generation Z (born in the 90s and 2000s) are often called the overengineering generation. They are used to gadgets, which affects the meaning of 'friendship .'This generation is often considered too rational. They are considered to be less sensitive and less emotional. They often assume that there is a cause and logic behind everything. They are influenced by forms of parenting that prioritize technology over feelings (Kertamuda, 2018).

IZ feels that her friendships with friends of the same age are not able to form a closeness like Luffy's '*Nakama* .'IZ, who studied Japanese culture, thinks that the friendships around her apply the Japanese concept of uchi-soto in a half-hearted way (the in-out group concept). This Japanese concept places oneself in an environment with certain boundaries (*uchi*) and outside of it (*soto*). People in the *uchi* will be more open and approachable than those from the soto group(Yuniarsih & Krisanjaya,

2020; Abdurakhman, 2016). This concept has clear boundaries in Japanese culture but not in Indonesia. According to IZ, the blurred boundaries of the soto-uchi concept in Indonesia make it challenging to understand whether a friend wants to be a close friend.

Similarly, TI feels that he has yet to find a figure who sincerely sacrifices his interests for the sake of others. For TI, '*Nakama*' in One Piece is characterized by prioritizing the safety of others without caring about his safety. TI feels that '*Nakama*' is bound by a bond of love that is different from the love in a family. According to him, affection in the family already exists, but in '*Nakama*,' it needs to be nurtured and maintained. Like IZ, TI sees '*Nakama*' as a relationship based on a specific closeness/ affiliation. In his daily life, TI belongs to an organization. Members in this organization are what he calls '*Nakama*' because these members join because they agree with the vision and mission of the organization, just like Luffy's '*Nakama*' who agrees to hang each member's dream onto Luffy's dream.

ME and RZ are two informants who feel they have found '*Nakama*' in their lives. RZ, who works part-time in a start-up company, feels that he found her '*Nakama*' in her team members. For RZ, the team members who hold their respective roles and together realize the project already feel like '*Nakama*' in One Piece. RZ added that she does not merely consider her teammates as '*Nakama*,' but she dares to say so because her team provides a sense of comfort

and trust in each other's abilities. RZ believes that the feeling of comfort that comes from someone is a sign that he is suitable to be a '*Nakama*.'

> *Nakama* in real life are friends who can give something to us, can provide something. OP, there are roles, and we need compliments.
> Not just any *Nakama*, trust, but how to trust and a sense of comfort when with friends but
> comfortable and no worries, that is a *Nakama*.
> If a friend is just a friend once hanging out, choose a friend using your heart/instinct because no matter how good it is, it is not necessarily comfortable.
> (RZ, personal interview, 2021)

ME admitted to having a '*Nakama*' in her life. However, the '*Nakama*' for ME is unlike the '*Nakama*' in One Piece, who are constantly together. The '*Nakama*' lives in a different city from her. What makes ME consider these friends as '*Nakama*' is none other than the great sacrifice the friend made for ME. '*Nakama*,' according to ME, is a person who does not underestimate her dreams and is willing to be present in her worst condition. In line with Yasuda (2011), the concept of '*Nakama*' in ME's eyes is those willing to sacrifice, trying their best for their friends. '*Nakama*,' according to ME, is also ready to listen to her complaints. ME did not admit whether she also does the same to her '*Nakama*,' but from this, it can be concluded that ME considers '*Nakama*' to contribute to her positively.

CONCLUSION

One Piece is a work by Eiichiro Oda that is popular in Japan and other countries, including Indonesia. One Piece fans commonly refer to themselves as '*Nakama*,' following the main character in the story, who calls his ship's crew by this nickname. Interviews conducted with four research informants showed that '*Nakama*' has a special meaning in the One Piece story and the fans' lives.

Luffy's character is designed to be a true hero willing to sacrifice anything for his best friend. He also honestly admits that he will not be able to achieve his dreams alone without the help of a crew he calls '*Nakama* .'In the episode 102 *anime* that tells the adventures of Luffy and his '*Nakama*' in Alabasta, the character Nami explains what '*Nakama*' means to Vivi. From the video, the narration shows that '*Nakama*' must do something useful for other '*Nakama* .'Reciprocal relationships are necessary for Luffy's '*Nakama*,' as each crew member is specialized in their role on the Going Merry ship.

While a pirate crew of ten members may seem extremely small, it is a core element that Oda has planted into his story, and the main cast is the idea that they are *"nakama."* In simplified terms, this word can mean friend, comrade, or crew mate; however, to Luffy and his crew, because of their typically tragic backgrounds and the way that their characters are developed, this concept of *"nakama"* among the Straw Hats means to be someone closer than family.

As a result, the Straw Hats are a tightly knit bunch, but they are also more potent because of it.

Based on the author's assumptions, the friendship promoted in One Piece is a friendship that prioritizes reciprocal relationships between ship crew members. Meanwhile, what is celebrated in the One Piece story by Eiichiro Oda is strong and sincere friendship. It became a topic that was raised with informants to find out their perspective on the perceived value of friendship based on the One Piece *anime* show.

The category of dominant-hegemonic position in the meaning of '*Nakama*' is shown by the exposure of all informants regarding '*Nakama*' as a friendly relationship based on fulfilling needs, so they must contribute to other '*Nakama* .'The formation of '*Nakama*' must also be based on trust and a sense of comfort that is presented. I and RZ occupy the dominant-hegemonic position regarding ideal friendship. Both feel that they have found a '*Nakama*' that fits the criteria of a '*Nakama*' that complements and supports each other. As ME experienced while studying abroad in Japan, she found that Japan needs the concept of '*Nakama*,' such as the *anime* shown to the audience. It is because the Japanese people today are individualistic and not eager to make friends with others. RZ, who had worked in a start-up company, found that '*Nakama*' is more like a work team and needs to work towards the same goal.

The negotiation position is shown when interpreting '*Nakama*' in real life. Here, audiences mix their interpretations with certain social experiences that they have experienced. Audiences act between adapting and opposing the messages conveyed by the media. IZ and TI agree with the meaning of '*Nakama*' in One Piece as a romantic and sincere friendship, but both of them have not found '*Nakama*' because they think it is difficult to find friends with characteristics like '*Nakama*.'

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