

## ABSTRAK

Bagaimana *theme park anime* Jepang membangun daya tarik di tengah dominasi *theme park* global seperti Disneyland dan Universal Studios? Penelitian ini mengeksplorasi strategi budaya yang digunakan *theme park anime* Jepang untuk membentuk identitas khas melalui pengaruh globalisasi dan pemanfaatan *soft power*. Menggunakan pendekatan kualitatif dan kerangka Brand Finance *Soft Power* Index, studi ini menganalisis tiga indikator utama, yakni *familiarity*, *reputation*, dan *influence*, berdasarkan wawancara mendalam dengan wisatawan Indonesia yang pernah mengunjungi Sanrio Puroland, Ghibli Park, dan Naruto Village di Fuji-Q Highland. Hasil penelitian menunjukkan bahwa globalisasi budaya populer, khususnya *anime*, berperan penting dalam menciptakan kedekatan emosional dengan pengunjung internasional, membangun persepsi positif terhadap Jepang, dan mendorong pengaruh pascakunjungan. *Theme park anime* menjadi alat *soft power* yang efektif, menggabungkan kekuatan globalisasi budaya populer dengan narasi lokal untuk memperkuat daya tarik Jepang dalam industri pariwisata global.

**Kata kunci:** budaya populer, *anime*, globalisasi, *soft power*, *theme park*, Jepang, pengalaman wisatawan

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How do Japanese *anime* theme parks build appeal amid the dominance of global theme parks such as Disneyland and Universal Studios? This study explores the cultural strategies used by Japanese *anime* theme parks to shape their unique identities through the influence of globalization and the utilization of soft power. Using a qualitative approach and the Brand Finance Soft Power Index framework, this study analyzes three key indicators—familiarity, reputation, and influence—based on in-depth interviews with Indonesian tourists who have visited Sanrio Puroland, Ghibli Park, and Naruto Village at Fuji-Q Highland. The results show that the globalization of popular culture, particularly *anime*, plays an important role in creating emotional closeness with international visitors, building positive perceptions of Japan, and encouraging post-visit influence. *Anime* theme parks are an effective soft power tool, combining the power of popular culture globalization with local narratives to strengthen Japan's appeal in the global tourism industry.

**Keywords:** Popular culture, anime, globalization, soft power, theme park, Japan, visitor experience