

ABSTRACT

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Key words: *Manga*, Reader, Self Changes

Manga is a form of story media that tell the story by showing pictures and the actor's character as the symbol for describing actor's thought condition, whether emotionally, physically, and mood. *Manga* is a call for a comic which is written by Japanese comicus (*Mangaka*), and become famous culture in Japan. *Manga* contains of several stories that give information for the reader, who also become a messages delivery in order the reader gives meaning to those messages. Beside as the entertainment, *Manga* also influences the reader with the information and message which is in the story. Until when the reader uses *Manga* as the entertainment media continually, intensively, and in a long time, so it is not impossible that there will be self changes in the reader's selves. This change can be occurred in the reader's self consciously or unconsciously. Therefore, this research aims to know the meaning of self changes in the reader, by seeing the change that occur from cognition, affection and the attitude that become analysis part of reader's selves. And the last how that changes is sensed by the reader.

This research is done to two readers with female sex which are interested in *manga* and anime and active to read it more than one year, age more than 17 years old with deep interview technique and observation. This research result shows that the *Manga's* reader who gets self changes, can be seen from the existence of her new knowledge that in her cognition until appearing a high imagination and dream of success in the future. Effectively, there is an emotional change that appears because reading a *Manga* and able to cooperate the closeness with friend in the same sex, and get happiness and self satisfied from the story in *Manga*. Behaviorally, there is a change of entertainment media, even appear obstinate attitude in education activity and lazy to do daily work. But, the reader sense her self changes is still in positive, since *Manga* able to give positive energy in her selves.