

INTISARI

Hadi, Surya Sulthan, 2026. “Perubahan Strategi Pembentukan dan Promosi Idola Jepang Pasca *PRODUCE48*”, Skripsi, Program Studi S-1 Bahasa dan Kebudayaan Jaepang, Fakultas Ilmu Budaya, Universitas Diponegoro, Semarang. Dosen Pembimbing: Nisia Nur Dwi Agusta, S.Hum., M.Si.

Penelitian ini bertujuan untuk menjelaskan pengaruh program *idol survival PRODUCE48* terhadap perubahan strategi pembentukan dan promosi idola di Jepang. Menggunakan pendekatan kualitatif dengan studi pustaka dan analisis konten, data diperoleh dari buku, situs berita digital, jurnal, video, dan gambar terkait industri idola Jepang. Teori yang digunakan pada penelitian ini adalah teori globalisasi yang kemudian diperkuat dengan teori turunan globalisasi dalam media.

Berdasarkan analisis penelitian, menunjukkan bahwa industri idola Jepang kini mengadopsi strategi global melalui program survival, pelatihan intensif, dan promosi digital untuk membangun kemampuan, citra, dan eksposur internasional. Keberhasilan jangka panjang tetap dipengaruhi oleh konsistensi promosi, manajemen internal, dan adaptasi terhadap dinamika industri, mencerminkan pengaruh globalisasi media.

Kata kunci: *PRODUCE48*, industri idola, strategi global, *survival show*, sistem pelatihan intensif, promosi digital, globalisasi media

ABSTRACT

Hadi, Surya Sulthan, 2026. "Changes in the Strategy for Forming and Promoting Japanese Idols Following PRODUCE48," Thesis, Japanese Language and Culture Study Program, Faculty of Cultural Sciences, Diponegoro University, Semarang. Advisor: Nisia Nur Dwi Agusta, S.Hum., M.Si.

This study aims to explain the influence of the idol survival program PRODUCE48 on changes in idol formation and promotion strategies in Japan. Using a qualitative approach with literature review and content analysis, data were obtained from books, digital news sites, journals, videos, and images related to the Japanese idol industry. The theory used in this study is the theory of globalization, which is then reinforced by the derivative theory of globalization in the media.

Based on the research analysis, it shows that the Japanese idol industry now adopts global strategies through survival programs, intensive training, and digital promotion to build capabilities, image, and international exposure. Long-term success remains influenced by consistency in promotion, internal management, and adaptation to industry dynamics, reflecting the influence of media globalization.

Keywords: *PRODUCE48, idol industry, global strategy, survival show, intensive training system, digital promotion, media globalization*