
ANIME-TING THE PINOY YOUTH:
A CASE STUDY OF THE ANIME ALLIANCE PHILIPPINES

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DEDICATION

To the most powerful One, my only Lord

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To all anime fans, this study was made for you

To the great Anime Alliance Philippines

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ABSTRACT

Sanchez, MC. (2011), *Anime-ting the Pinoy Youth: A Case Study of Anime Alliance Philippines*, Unpublished Undergraduate Thesis, University of the Philippines College of Mass Communication.

This thesis explored the influence of anime on Anime Alliance Philippines and its members. Anime has been in the country for more than a decade and it's perceptible how Filipino audiences patronize this foreign imported art form. Patronizing anime also resulted to a curiosity about the Japanese culture since it is represented through anime. Due to the continuous consumption of anime, Filipino fans tend to create actions that would satisfy their fascination over anime. And one of these actions is building an organization primarily created to serve the anime community. In order to explore how anime influence the organization and its members, this thesis utilized the concepts of the Uses and Gratifications Theory and the Social Identity Theory. Interviews were conducted to provide substantial information on Anime Alliance Philippines.

The findings of this research revealed that anime becomes an avenue for the members to freely express their fascination over anime. Anime Alliance Philippines provides capacity building services to Japanese culture groups in the Philippines such as costume play, bands, manga artists, animators, and toy creators.

ABSTRAK

Sanchez, MC. (2011), *Anime-ting the Pinoy Youth: Isang Pag-aaral sa Anime Alliance Philippines*, Tesis, Unibersidad ng Pilipinas Kolehiyo ng Pangmadlang Komunikasyon.

Pinag-aralan ng tesis na ito ang impluwensiya ng anime sa Anime Alliance Philippines at sa mga miyembro nito. Ang anime ay matagal nang popular dito sa ating bansa at mapapansin ang pagtangkilik dito ng mga Pilipino. Ang pagtangkilik sa anime ay nagresulta sa pagkakaroon ng interes sa kultura ng bansang Hapon. Nang dahil sa patuloy na pagkonsumo ng anime ng mga manonood, ang mga Pinoy anime fans ay gumagawa ng mga aksyon upang matugunan ang kanilang paghanga sa anime. Isa sa mga aksyong ito ay ang pagbuo ng organisasyong ang tanging misyon ay pagsilbihan ang komunidad ng anime. Upang mapag-aralan kung paano naiimpluwensiyahan ng anime ang Anime Alliance Philippines at ang mga miyembro nito, ginamit ng tesis na ito ang mga konseptong nanggaling sa teorya ng Uses and Gratifications at teorya ng Social Identity. Nagsagawa ng mga interbyu upang makapag-suplay ng mga mahahalagang impormasyon patungkol sa Anime Alliance Philippines.

Naipakita ng mga resulta ng tesis na ito na ang anime ay nagsisilbing daaan upang malayang maipahayag ng mga miyembro ng AAP ang kanilang paghanga sa anime. Ang Anime Alliance Philippines ay nagbibigay ng mga serbisyo sa mga Japanese culture groups dito sa Pilipinas katulad ng costume play, mga banda, mga manga artists, at mga gumagawa ng laruan.

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Chapter 1

INTRODUCTION

Background of the Study

Animation can be used to inform, educate, advertise, and express emotions just as live action do by using the same techniques, such as use of color, film language, and sound¹.

In the past decade, Japanese anime have become widely accepted as a popular visual form and the mass media have made them accessible throughout the world. Distributors like Nippon Animation and Tezuka Productions can easily broaden anime's reach through television as well as on the internet. Anime introduced the Filipinos to a whole new world of fantasy.

Anime's history can be traced down in 1970's when television stations like RPN 9 and GMA 7 aired animes such as Tadao Nagahama's Voltes V and Daimos. During the 90's ABS-CBN purchased animes like the very popular Sailor Moon that aired every evening. By this time, Spanish and Mexican telenovelas were also at their peak.

Anime became a part of the Filipinos' viewing experience when it entered the country in 1999. Several animes were aired to introduce the Filipinos to a whole new world of animation. Anime consumption increased as it continued to fill the Filipino television sets. As of now fans can watch their favorite animes twenty-four hours a day seven days a week through the cable channels Hero TV and Animax.

Animax began on January 1, 2004. It is Asia's first channel brand specializing in the fastest growing youth entertainment genre - anime. The channel's target audience includes people who come from different age groups. On the other hand, Hero TV is the first Filipino dubbed anime channel. It offers animation coming from different nations: Storm Hawks from the western countries, Legend of Ne Zha from China, and The Adventures of Super Inggo from the Philippines. Free television channels such as GMA 7 and ABS-CBN offer animes for fans who can't access Animax and Hero TV.

GMA 7 aired nine animes from 2010 up to 2011: Black Jack, Detective Conan, Doraemon (new season), Knock Out, Pokemon Advanced Battle, Shonen Omyouji (The Young Spirit Master), Super Yo-yo, Yu-Gi-Oh! Duel Monsters, and Blazing Teens.

ABS-CBN purchased more than thirty animes since 1987. These animes were of different genres. Voltes V (1987), Ultraman Ace (1989-1996), and Gundam Seed (2004-2006) are members of the mecha or robotic genre. Romantic comedies also apply with anime; examples are School Rumble and Fruits Basket. A lot of animes deal with fantasy as their primary concept. Animes such as Digimon Adventures (2001-2001) and Cardcaptor Sakura (2001-2003) are under this category.

As an effect of these animes being aired on television, Filipinos tend to be influenced by these. Social organizations such as Animation Guild Philippines and University of the Philippines Anime and Manga Enthusiasts were formed. In this particular study, the researcher focused on Anime Alliance Philippines.

Anime Alliance Philippines is a non-stock and non-profit organization that provides capacity-building services to Japanese culture groups in the Philippines, such as

costume play hobby groups, bands, manga artists, animators, and toy creators². The organization was built to further expand the reach of anime locally and internationally. By putting up events such as the recent 16th Philippine Hot Air Balloon Fiesta which was held at Clark Air Field in Pampanga and Cosplay Fever 2010 which took place at Blue Wave strip Mall in Pasay, anime fans are able to find an avenue for them to express their fascination over anime.

The organization continues to expand by partnering up with foreign institutions such as New York Comic Con and Singapore Toy, Games, and Comic Convention. Doing events assistance for organizers and concentrating on planning events for costume play competitions were significant in developing Anime Alliance Philippines as a credible anime organization. Simply putting a lot of effort to spread anime internationally provides the researcher an overview on how passionate these people are with the art form.

Rationale of the Study

Studying anime and exploring its effects on the creation of Anime Alliance Philippines was chosen as a topic because the researcher is also an anime fan. Growing up in the advent of anime sparked the interest for exploring the connection between anime and its social effects.

The researcher conducted this study because anime became a very interesting topic for her as it influenced her life and her sense of belongingness. She started playing tennis because she was amazed by the anime called Prince of Tennis.

Nowadays, anime is becoming a popular form of entertainment especially for the youth. It is necessary to explore how it affects the birth of an organization that was purely built to provide information to anime fans and otakus in the country. The researcher conducted this study to take on a new angle on the study of anime. There were already existing studies which talked about the cultural effects of anime and a historical study of how anime started in the Philippines. Doing a case study of Anime Alliance Philippines would offer an understanding of how anime fans find a sense of belongingness by joining these kinds of organizations.

Research Problem

Anime production can be seen as a means organizing clubs and performing events that would gratify the interests of the anime fans.

In Japan, being an otaku or an anime fan is seen as a negative thing. The researcher read about an online article on makonako.net and she found out that being an otaku is equal to being a sinner. According to the article, there are a few reasons why being an otaku is bad. The first reason is the appearance. These anime and manga fans spend too much money and time on purchasing anime, manga, and games. Second is the negative coverage coming from the broadcast industry which includes both the television and the magazine. Once a crime is committed, the media would connect the crime to otakus. The reason is that the influence of watching anime, reading mangas, and playing games have a negative impact on the Japanese youth and because of this, being a part or a member of an organization that has the primary mission to serve the anime community is

equal to finding a sense of belongingness with people who have the same interest as the anime fan.

Members of anime organizations like the Anime Alliance Philippines created an avenue for the fans to express their interest over anime. The members imitate the anime style; giving the members a way to create and build their own identities. Anime opens up a great space for thinking and playing about personal and cultural identity. In the light of these observations, this study tried to find answer to the question:

How does anime, as an imported art form, influence the Anime Alliance Philippines and its members?

Research Objectives

The general objective of this study is to explore how anime influences the creation of Anime Alliance Philippines and its members. The researcher seeks to provide a general background on the organization. This study would function as a tool for anime fans to understand how the medium affects the sense of belongingness of anime fans.

By conducting interviews with the members of Anime Alliance Philippines', this study aims to provide answers to the following objectives:

1. To find out how Anime Alliance Philippines was formed,
2. To identify the reason/s behind the Anime Alliance Philippines fascination with anime;
3. To determine, if anime, as an imported art form, make the organization members more aware of the Japanese culture;

-
4. To find out if anime helps the members of Anime Alliance Philippines in providing a sense of belongingness; and
 5. To explain how the organization influences its members individually and as a part of Anime Alliance Philippines.

Significance of the Study

This study is significant to the academe because Japanese animation continues to attract Filipinos. Through this, professors and students would be able to find out how anime can spark the creation of an organization such as Anime Alliance Philippines.

It would also benefit the anime fans because it's a study about the social effects of an imported art form. Exploring the ways on how fans create a group to cater their interest would provide an understanding on how media affects its audience. These fans strive to satisfy the desires that motivate change.

This study would also be helpful to students who in the future would conduct researches about anime.

This study would also benefit the researcher as she plans to have a Masters Degree on Sociology. This study would provide the foundations of the thesis that she would be doing in the future. The topic the researcher chose to study is the effects of anime on the identity construction of Filipino anime fans.

Coverage of the Study

The researcher preferred to conduct a qualitative study to further explain the influence of anime in building organizations and providing a sense of belongingness

among its members. A qualitative research is used to gain insights into people's attitudes, behaviors, value systems, concerns, motivations, aspirations, and culture or lifestyles.

The researcher primarily chose to interview the members of Anime Alliance Philippines to provide an in-depth account in relation to their experiences as anime fans and as members of the organization.

A case study would be the best type of research for the topic. Focusing on how a particular medium affects a wide variety of people would supply a better understanding on how the process of watching anime, being an anime fan, and expressing anime fandom unfolds. According to John Gerring, a “case study” is best defined as an intensive study of a single unit with an aim to generalize across a larger set of units. Case study research excels at bringing one to an understanding of a complex issue or object and can extend experience or add strength to what is already known through previous research. Case studies emphasize detailed contextual analysis of a limited number of events or conditions and their relationships. Researchers have used the case study method for many years across a variety of disciplines. Social scientists, in particular, have made wide use of this qualitative research method to examine contemporary real-life situations and provide the basis for the application of ideas and extension of methods. Researcher Robert K. Yin defines the case study research method as an empirical inquiry that investigates a contemporary phenomenon within its real-life context; when the boundaries between phenomenon and context are not clearly evident; and in which multiple sources of evidence are used.

Chapter 2

REVIEW OF RELATED LITERATURE

The history of anime can be traced down to the 20th century when Japanese filmmakers experimented on the animation techniques being explored in the West. The first three Japanese cartoons that were produced in 1917 had a total running time of one to five minutes each. The earliest full colored animation in Japan was made in the year 1955.

Manga and anime became an increasingly important element of global culture industry because the Japanese culture can be represented through anime. Anime can be seen as a means of introducing the Japanese culture throughout the world. These pop culture exports, along with Japanese fashion, pop music and TV dramas, are now avidly consumed not just in Asia, but also in Europe and North America³.

This study aims to discuss the influence of anime on Anime Alliance Philippines. This literature review provided a general overview on how anime acts as an avenue for the construction of an organization purely built for giving information to anime fans. It sought to explain how such a foreign culture captivates a local audience. For this, Japanese cartoons or anime were explored from its beginnings up to its current situation here in the Philippines.

For a better discussion of this topic, the researcher divided the literature review by concepts; anime, Japanese culture, fandom, anime convention, and cosplay.

Anime Timeline

In Fred Patten's work entitled **A Capsule History of Anime**, he noted that the earliest Japanese animation was by individual film hobbyists inspired by European and American pioneer animators. In 1917, Japanese animations ran from one to five minutes each⁴.

Although logically, anime was inspired by the West, it became much more popular in Japan than it ever was in America. This popularity can be credited to Osamu Tezuka, the God of Japanese Comics. His very first manga was in 1947 and was called *Shin Takarajima*. It's a combination of American and European adventure tales like Tarzan, Treasure Island, and Robinson Crusoe. This manga series became a smash hit with about 400,000 copies sold. At last, children can read exciting stories not just from the pages of a newspaper column⁵.

Although Osamu Tezuka was known for making science fiction stories like *Metropolis* in 1949 and *Chiteikoku no Kaijin* (The Mysterious Men Down in the Earth) in 1948, the "God of Japanese Comics" also ventured in different genres like adventure stories and romantic fantasies.

The book edited by Mark MacWilliams, **Japanese Visual Culture: Explorations in the World of Anime and Manga**⁶, presented the origins of anime and how it traveled around the world. It attempts to explore the phenomenal number of stories produced from

the expression of a dream world and one way of expressing these stories is through the Japanese comics called the manga.

Manga did prosper despite the language barrier because it did not rely much on text or dialogue. It presented a sequence of images that basically tells the reader the whole story.

Reading manga and watching anime became a significant part of the daily lives of Filipino anime fans as it entered the Philippine scene. The undergraduate thesis by Monzon⁷ analyzed the television programming of anime in the Philippines from 1999 to 2001.

This thesis reconstructs the story of anime from the time of its advent up to the anime boom period of 1999 to 2001. This could greatly help the researcher in tracking down the history of anime in the country.

The arrival of the anime genre in the Philippines was in 1999. According to a thesis called “Events as Destinations: The Case of Anime Conventions in the Philippines” by Quilicol⁸, anime was designed to compete with Spanish telenovelas like *Marimar* and *Maria Mercedes* which were placed then the primetime slot. The anime programs were positioned every morning and late afternoons, the perfect time for children to view their favorite programs. Since the television is a powerful media tool, the interest for anime grew as the consumption of anime increased.

The thesis by Monzon found that anime seems to be a form of deviation from all the current existing standards of animation, that’s why it attracted not just the younger

audience but the more mature ones as well. This might be the reason behind its popularity among a wide variety of audiences.

ABS-CBN moved away from robotic (mecha) genre and tried dramatic animes like Cedie: Ang Munting Prinsipe which is based on the book The Little Fauntleroy, Sarah: Ang Munting Prinsesa and A Dog of Flanders with Nello and his dog Patrasche. These animes captivated the dramatic hearts of the Filipinos.

The anime genre continued to flourish when Sailor Moon, Yu Yu Hakusho (Ghost Fighter), Ranma ½, and Dragonball Z aired. Who can't remember Son Goku's Kame Hame Wave and Eugene's Ray Gun?

Japanese Culture through Anime

Japanese culture continues to propagate as fans keep on watching and patronizing anime. Anime became a global product since it expanded. Not only the Japanese can access anime but people coming from the West can also watch them. As a result of the rising popularity of the imported art form, the culture of Japan continues to be embedded in animes.

As anime continues to be consumed by the members of Anime Alliance Philippines, the exposure to Japanese culture also comes in.

According to an international study by Annie Manion entitled Anime and Learning Japanese culture⁹, the anime fan community operates in such a way that it encourages

newcomers and fans to investigate and learn more about anime and its country of origin. Fans are generally supportive of each other. By joining anime organizations, the fans feed the inherent curiosity and intellect of an average person likely to become interested in anime. The world of Japanese animation serves as a facilitator in encouraging and providing people with a means to explore and discover Japanese culture. The fact is that people who are interested in anime tend to produce a curiosity on the Japanese culture. The otakus have greater contact with anime, therefore the otaku possesses a greater knowledge about Japan.

In this particular study, discussing how anime introduced Japanese culture is significant because one mission of Anime Alliance Philippines is to improve the knowledge of its members on Asian cultural trends.

Anime Fandom

Everybody is a fan of something, may it be a celebrity, a television show, or just about anything. Fans are the most visible of any audience. According to Milgram, a fanatic is someone who goes to extremes in beliefs, feelings, and actions. Fandom, on the other hand is, defined as the community that surrounds a television show, a movie or a book¹⁰. Fan fiction writers, artists, poets, and cosplayers are all members of that fandom.

The book entitled **The Adoring Audience: Fan Culture and Popular Media** edited by Lisa A. Lewis, differentiates the fan from the aficionado. The real dividing line between both concepts involves issues of status and class. A fan is emotional and this characteristic could lead to the blurring between fantasy and reality. On the other hand, the aficionado is rational, high class, educated, and therefore benign. In this book, being a

fan is seen as a negative thing. The lack of a sense of identity and connection opens up an individual to irrational appeals.

The study by Manion states that the otakus are the most productive anime fans. These are the people who volunteer at conventions, make elaborate costumes of their favorite characters, and create or maintain websites where other anime fans can download Japanese media including Japanese dramas, music, manga, and of course, anime. The otakus developed a strong interest in the Japanese culture as they continue not just to consume anime but to actively express their fandom by joining anime organizations, attending anime conventions, and doing cosplay.

Anime Conventions and Cosplay in the Philippines

Anime and manga gave birth to what is known as an anime convention. This event allows anime fans not only to join the convention but to enter a place where they believe their specific needs would be satisfied.

The year 2000 marked the beginning of anime conventions in the Philippines. The very first anime convention was called animExplosion. It was a three-day event held at SM Megatrade Hall. It hosted the very first costume play (cosplay) competition, forum, film showing, and live band performances. In 2008, a total of eighteen anime conventions were held. In 2009, a total of thirty-eight anime conventions were organized.

According to a thesis entitled “Events as Destinations: The Case of Anime Conventions in the Philippines”¹¹, there are a number of reasons why anime fans attend such events: to buy merchandises which are hard to find and are only sold online, to cosplay their favorite character may it be from an anime, manga, or a video game, to have

the opportunity to interact with other attendees, and to discuss opinions about a particular anime series with people who understand and appreciate anime.

An anime convention usually hosts a cosplay competition. Cosplay is the combination of the words costume and play. It is the art of dressing up and imitating a particular character. As of now, it can be considered as one of the country's subculture.

Research Gap

The rapid growth of anime in the country was caused by the continuous stream of anime programs. As a result, other forms of anime consumption continue to grow in the Philippines. Anime merchandise shops, anime conventions, cosplay competitions, and maid cafes sprout at a rapid rate along with the number of Filipino otakus.

The studies that were mentioned earlier provided the researcher an understanding on how anime influences its fans to create social action. This particular study is different from the previous ones because this is an in-depth study of how anime sparked the creation of a social organization that serves the anime community. There was a historical approach and a cultural take on the study of anime. A case study would provide the readers an explanation about the processes involved in managing an organization like Anime Alliance Philippines.

Chapter 3

STUDY FRAMEWORK

Two theories were used to support this research. First is the Uses and Gratifications theory. The basic idea of this approach is that audience members know how to use media content and which media to consume to meet their specific needs. Social action is included on the four reasons why people use the media. In this case, social action which is the creation of Anime Alliance Philippines would be the central focus of this study.

The second theory which came from the Department of Psychology is the Social Identity Theory. It would be a relevant and helpful theoretical groundwork to explain how Anime Alliance Philippines is formed.

Using these theories as foundations for this study would provide an understanding of how audiences act to satisfy their desires that motivate change, may it be for information, personal identity, social action, and entertainment.

Uses and Gratifications Theory

The Uses and Gratifications theory originated in the 1970's as a reaction to traditional mass communication research emphasizing the sender and the message. It states that the audiences are active. This theory attempts to explain the uses and functions of media on an individual, a group, or the society in general. It has three core objectives: (1) to explain how individuals use mass communication to gratify their needs, (2) to

discover the underlying motives for individuals' media use, and (3) to identify the positive and negative consequences of individual's media use.

According to this theory there are four reasons why audiences use the media. The first is for information. Media is simply for finding out the relevant events happening within ones immediate surroundings. Second is for personal identity. People tend to turn to media in finding models of behavior. Third is for integration and social action which basically aims to identify with others then gaining a sense of belonging. The fourth is for entertainment.

Social Identity Theory

This theory was developed by Henry Tajfel and John Turner in 1979. They found that humans are likely to form a group identity and discriminate in favor of their group; even though the researchers formed the groups arbitrarily and with no clear commonality present.

The aim of the theory was to understand the psychological basis of intergroup discrimination. A person has not one "personal self", but rather selves that would match up with groups. The identity is influenced as an individual continues to join groups that he/she perceives to have the same character as him/her.

It is designed to explain how an individual develops a sense of membership and belongingness. Everyone ranging from sports fans to anime fans is influenced to some degree by social identity theory.

Several interconnected mechanisms are at work with social identity theory. The core idea is that people tend to seek out group membership as an affirmation of self esteem, but that membership in a group alone is not enough to build an affirm self esteem. To feel more self esteem, people have to believe that they are in the *right* group, which creates the need for a positive distinction from other groups.

There are three basic phases when an individual is forming a social identity; social categorization, social identification, and social comparison.

Operational Framework

In this study, the need for a sense of belongingness from the Uses and Gratifications Theory is stressed. With the help of mass media, Filipino anime fans found an opportunity in which they can associate themselves with other people. With the technology now, watching anime is not impossible. Anime fans can tune in and follow their favorite anime series at their most convenient time. Fans take the advantage of easy access through the World Wide Web. Anime fans can visit sites like animecrazy.net, animefuel.com, and animecrunch.com.

From the Social Psychology Department, the researcher chose a theory that could explain how anime fans identify themselves by joining organizations having the same interest as the fans. The Social Identity Theory states that people define their identity based on connecting and joining a group that would fit their personality. The researcher focused on the two basic phases when forming a social identity - social categorization and social identification.

In this case, the researcher mentioned Anime Alliance Philippines. Members possess different degrees of likeness over anime and in order to verify this personality, they tend to look for persons who felt the same way. Social identity is the individual's self-concept derived from perceived membership of social groups

In anime conventions, the Social Identity Theory can be observed. All those who attend, may they be in costume or not, can be considered as part of a general group which is the anime fan.

Having a particular social identity means being at one with a certain group, being like others in the group, and seeing things from the group's perspective.

By using these theories, the researcher was able to find out an understanding of how anime influence the creation of Anime Alliance Philippines and how it is used by the members to produce a social identity thereby forming social actions that would cater to the interest of the anime community.

Chapter 4

METHODS AND PROCEDURES

Research Design

This is a case study on Anime Alliance Philippines. This organization is not only limited to Filipino otakus/anime fans but AAP also tries to expand and cater to the interest of foreign anime fans.

The researcher used the qualitative approach in answering the objectives stated earlier in this paper. This approach is used because the researcher studied things in their natural settings, attempting to make sense of or interpret phenomenon in terms of meanings people bring to them¹².

Qualitative data are gathered to determine the influence of anime on Anime Alliance Philippines.

Data for this research were collected using interviews. The responses coming from this method would serve as the foundation for the analysis of this study.

Research Instruments

The researcher made use of interviews. Interviewing requires the face to face meeting with the interviewees to gather answers from the questions prepared earlier by the researcher.

Interviewing is one of the most common methods for collecting data in qualitative research. Interviews allow participants to provide rich, contextual descriptions of events.

The process of interviewing is time-consuming, and the quality of data often is dependent on the aptitude of the interviewer.

Data Gathering Procedures

The data gathering for this study started with searching for potential anime organizations on the internet and anime magazines such as Questor. Then the researcher looked for possible interviewees coming from the organization which in this case is Anime Alliance Philippines (AAP). After contacting and negotiating the people from AAP, interviews were finally set with David Michael Ramas, Lizette Ilaga, and Edgar John Ilaga. The head administrator, Mr. Ramas, was unfortunately out of the country and so an e-mail was sent. He's currently in the United States to visit Anime Alliance US. The interviews were held during the event of Anime Alliance Philippines at Fernbrook Gardens located at Ayala, Alabang. An mp3 player was used to record the whole discussion.

Data Analysis

Data for this study were acquired from officers of Anime Alliance Philippines. Their responses were analyzed later for the discussion. The researcher produced two set of questions which were both for the officers and the members of AAP. The analysis was primarily drawn from the answers of the interviewees. The questions that were prepared answered the objectives stated earlier by the researcher.

Sampling and the Interviewees

The interviews were conducted to three members of Anime Alliance Philippines. The first interviewee was David Michael Ramas. He is the Head Administrator, General Operations and Marketing Manager, Southeast Asia Regional Director for Overall Operations, and a part of the events management and production group. The second interviewee was Edgar John Ilaga. He is the Co-Administrator, Assistant Operations Manager for Logistics and Legal Affairs. He is also the Southeast Asia Webmaster and Social Media, Officer-in-Charge for the events management and production group. The last interviewee was Lizette Ilaga who is also a Co-Administrator, Talent and Press Relations Manager, Philippine Marketing Specialist, and a part of the talent and artists group and external relations.

These people contributed a lot to this study. They provided substantial information that answered the objectives of this study.

About the Reseracher

Ma. Christine Cruzat Sanchez is a senior Broadcast Communication student of the College of Mass Communications in UP Diliman. Her inclination towards anime started during her elementary years and since then has always been amazed by anime. Her interest in anime and its social effects started when her older sister and friends began to attend anime conventions and do costume play (cosplay). After seeing how the Filipino youth are affected by an imported art form, the researcher gained a lot of interest in conducting a case study of an anime organization which is Anime Alliance Philippines.

Through the course of the entire study, the researcher was able to gain a better appreciation of anime not just as a form of entertainment but also as a tool in providing a sense of belongingness to a lot of anime fans.

Chapter 5

RESULTS AND DISCUSSION

This chapter is divided into sub-topics which served as answers to the objectives stated in the previous parts. The first subtopic of this part of the research is the history of Anime Alliance Philippines which describes the past and the present situation of the organization, starting from its foundation up to today. The second subtopic briefly discussed the organizational structure of Anime Alliance Philippines which includes the list of current officers. The topic about membership is discussed on the third part of this chapter. On the last part, the researcher talked about the benefits as well as the influences of becoming a member of Anime Alliance Philippines.

History of Anime Alliance Philippines

Anime Alliance Philippines is a non-stock and non-profit organization that provides capacity-building services to Japanese culture groups in the Philippines, such as costume play, hobby groups, bands, manga artists, animators, and toy creators. The organization's mission is to provide important and quality information and services about anime and also present diversified pop culture information. Improving the knowledge of members on Asian cultural trends, producing socially responsible and competent individuals prepared to be dynamic and influential in organizing anime related events, giving social interaction with fellow anime, jpop, kpop, and other pop culture fans, and providing an atmosphere that will foster diversified quality information and growth in anime, gaming, and pop culture industry are also included in the mission of the organization.

Anime Alliance's unofficial foundation was on February 4, 2005 and it made its official public debut a year after, which was on February 4, 2006. The organization was created to help the anime and cosplay community by covering and reviewing events. From simply covering and reviewing anime related events, Anime Alliance Philippines managed to go a long way.

The mastermind for the creation of this organization is David Michael Ramas. He is from the College of Commerce at the University Santo Tomas. Aside from Mr. Ramas, there are two sets of co-founding members. During the early stages of the organization (2005-2006), the immediate co-founders were Gian Carlo Villarino, Irene Jean Cabalquinto-Espinosa, and Joshua Mari Guinoo. A couple of months after the organization's official foundation, Mr. Ramas brought in Edgar John Ilaga and Futomi Nomura in addition to the team. These six people were the key players who built the foundation of Anime Alliance Philippines.

As an organization that serves the anime community, Anime Alliance Philippines has been managing and co-organizing events. David Ramas said that there has not been an original event under the organization ever since its debut. The very first event that AAP managed was Hero TV's "Hataw Hanep HERO 'The Amped Edition'" which was in 2008. Anime Alliance Philippines was the cosplay organizing committee then.

Hero TV joined forces with ABS-CBN Multimedia to offer anime fans the best Hataw! Hanep! Hero! experience ever. Hataw! Hanep! Hero! or H3 is an annual-two day youth convention wherein thousands of anime fans, manga readers, cosplayers, Japanese pop culture followers, and gamers gather together. This event was held on November 21-

22, 2008 at the Silver City, Frontera Verde, Pasig City. ABS-CBN Multimedia is the gaming department of the broadcast institution which introduced popular games like Tantra, Cronous, Get Amped, and War Rock. The event hosted a cosplay competition, a street dance showdown, a dubbing contest, manga art exhibits and a battle of the bands.

Anime Alliance Philippines specializes in anime, cosplay and jpop/kpop culture events but also extends services to non-anime related events with certain conditions. Presently, the organization is more known to be the organizing support group of the Philippine ToyCon and the cosplay organizers for Hero TV's annual events since 2008. Although AAP has not organized any international events, the organization is involved with some online media partners. Anime Alliance Philippines has been an online media partner for the 1st Malaysian International Toy Fair and the Singapore Toys, Games, and Comics Convention both held in 2010. The organization is currently engaged in the planning with certain US companies for a project that may happen in 2012.

The 1st Malaysian International Toy Fair (MITF) was held on July 24-25, 2010 at Mid Valley Megamall. The primary objective of this event is to promote local and international toys, toy related culture, and creative entertainment. Various activities were hosted for toys, games, comics/manga, anime, design, and cosplay enthusiasts. Bringing the local toy industry to new level by raising awareness to the consumers, creating an avenue for networking and business opportunities, and exposing the toy industry to the media were also the purposes of the 1st Malaysian International Toy Fair.

The Singapore Toys, Games, and Comics Convention brought the best of East and West to Asia. It was held at Suntec Convention Halls on December 10-12, 2010. This

event united the world of comics, anime, film, toys, collectibles, and games. The highlights of the event were the talent scouting of Marvel Comics, gaming tournaments, launching of new games, and action packed performance by the Japanese girl group AKB48.

AAP is now gearing towards community and social development by planning charity events and fund-raisers to help the needy. The organization is currently engaged with the preparations for ToyCon 2011 happening in June and Best of Anime happening on September 2011.

Sponsors are needed to provide sufficient funds for an event. From 2006 up until 2009, most of the funds come from the pockets of the officers. Since the organization is non-profit, members of Anime Alliance Philippines never get payments from their services. But they managed to do some x-deals with companies to subsidize most of the organization's expenses like food, transportation, and lodging. Anime Alliance Philippines' most notable sponsors are ABS-CBN, GMA7, Smart, Hero TV, and Animax.

Mission and Vision

Anime Alliance Philippines is a model organization which has members competent enough to deal with the diversities in the anime industry. When one talks about anime, it is not only referring to the programs people watch on the television. The culture that it produced comes along with it. The organization aims to (1) provide relevant and quality information and services about anime and also to offer a diversified pop culture information, (2) improve the knowledge of members on Asian cultural trends, (3) produce socially responsible and competent individuals prepared to be dynamic and

influential in organizing anime related events and at the same time, well rounded in all aspects, (4) instill in the members' a sense of confidence and trust in one's self, (5) provide social interaction with fellow anime, j-pop, k-pop, and other pop culture fans, and (6) provide an atmosphere that will foster diversified quality information and growth in the anime, gaming, and pop culture industry.

Anime Alliance Philippines is generally created to expand anime and to serve the anime community.

Organizational Structure

Anime Alliance Philippines has a complex organizational structure. Major decisions for the organization are made by the administrator or by concurrence of all the co-administrator following the organization's principles. Minor things like on-event/on-site decisions per division can be made by a co-administrator, a manager, a senior staff, or a designated team leader still adhering to the policies and parameters implemented by the officials of Anime alliance Philippines.

In general, the organization's officers' duties and responsibilities are to ensure that most of the job is done and all problems should be resolved at their level and should only reach the head administrator if it concerns heavy decisions that may affect the entire operations of Anime Alliance Philippines.

The organization starts their working calendar every May. Below is the list of the current officers for 2011-2012 effective on the first day of May.

ADMINISTRATOR:

David Michael Ramas – General Operations & Marketing Manager (Administrator since 2006-Present)

SENIOR CO-ADMINISTRATORS:

Edgar John Ilaga- Assistant Operations Manager for Logistics and Legal Affairs (Co-administrator since 2006-Present)

Futomi Nomura- Assistant Operations Manager for Cosplay Interaction & Development Group (Co-administrator since 2006-Present)

Zerubbel Cyril Zafranco – Assistant Operations Manager for Broadcast & Multimedia (Co-administrator since 2009-Present)

Lizette Ilaga – Assistant Marketing Manager-External Relations (Co-administrator since 2008-Present)

Joshua Guinoo – Photography & Fine Arts Manager (Co-administrator since 2006-Present)

CO-ADMINISTRATORS

Katherine Barrameda – Human Resources & Coordinating Manager (Co-administrator since 2010-Present)

Rachelle Ann Ching – Finance & Auditing Manager (Co-administrator since 2008-Present)

Officers of Anime Alliance Philippines hold their position for as long as the officers can commit to the organization. According to David Ramas, as long as the officers are still up for their jobs and they are capable of doing it, they can hold it. There are no grounds for removal, but senior co-administrators up to the head administrator cannot be removed from their position unless they decide to vacate their position or develop the incapacity to execute their duties.

There is no election process in the organization; instead appointment of officers is subjective to administrative approval. The head administrator also appoints the co-administrators. Co-administrators can recommend potential co-administrators as well as subject to most of the officer's approval.

Membership

Since 2005 up until mid-2008, the organization considered the Yahoo! Groups to be a basis of how many members they have. A person interested on being a member of Anime Alliance Philippines should sign-up at the online group and wait for the approval coming from the officers. But since 2010, the organization has the Staff Admissions Unit under the management of Ms. Katherine Barrameda who screens the applicants. Applicants just have to send their resume to the Staff Admission Unit and complete the process required. Once done, if accepted, they are added to the organization's official roster and are placed under probation for certain duration depending on the interviews outcome.

Members coming from the online group of Anime Alliance Philippines are considered “inactive” members. The organization now has a working manpower of 35. These 35 people are the active portion of the group.

To become a member of Anime Alliance Philippines, one should be responsible, trustworthy, committed, works with passion, and easy to get along with. Presently, the organization also requires some skills depending on which division is short of manpower.

Benefits of Being a Member

Meeting people would be the highest rated answer a member of Anime Alliance Philippines when asked about the benefits of joining the organization. According to an interview to Ms. Lizette Ilaga (Assistant Marketing Manager-External Relations), the advantage of being a member of AAP is that she gets to meet a lot of people especially in the marketing field since she is part of the marketing team of Anime Alliance Philippines. She said that becoming a member means meeting people who have different interests. Ms. Ilaga said that before, she was not fond of anime and then after joining AAP, she was exposed to gaming competitions, anime conventions, and cosplay. According to her, the freebies are the best part of being a member of the organization. Being trained by Collectibles Unlimited to do organizing is also one of the benefits of joining AAP.

Ms. Ilaga presently handles the public relations work. She attends meetings with the heads of the companies and the clients. She is also handling the press releases. Covering events and building up contacts are also part of her job. As the marketing head she looks for potential sponsors and talk to them. One of their clients is ABS-CBN Interactive.

According to Mr. Edgar John Ilaga (Assistant Operations Manager for Logistics and Legal Affairs), being a member of Anime Alliance Philippines provided an avenue for self development and for experiencing new things that he admitted would not have happened if he did not join the organization.

“Well, first there’s the self development factor. I mean, you get to learn a lot of things outside of what we normally learn in a classroom or in a working environment. You work with people radically different from your normal culture, your normal self. You tend to, you get to experience a lot of things which you don’t normally do for instance, I mean, you do marketing work which you don’t normally do in the classroom. You interact with cosplayers which I don’t think you would normally do in a workplace. There are lots of experiences from working in this organization which I admit wouldn’t have happened if I didn’t join.¹³”

Edgar Ilaga’s duties have been shifting since 2006. As of now he currently works as a senior co-administrator for Anime Alliance Philippines. He is the webmaster of Anime Alliance Asia and the logistics and legal affairs officer of AAP.

As a webmaster, he is tasked to keep Anime Alliance’s website running. Mr. Ilaga runs all online promotions, social marketing, and social media. Making sure all the operations are running smoothly is part of his job as a co-administrator. As legal affairs officer, he reviews all the documents and memorandums of agreement.

Influences of Being a Member of Anime Alliance Philippines

By joining an organization that serves the anime community, Anime Alliance Philippines influences its members.

Lizette Ilaga said that the organization did influence her on the perspective of marketing and relations. Before becoming a member of Anime Alliance Philippines, she was a very reserved person. She did not really like having conversations to anime people

or gaming enthusiasts. But now Ms. Ilaga is a gamer herself. She also tries to watch as many anime as possible to be able to become familiar with the imported art form and the characters as well. She said that she became more organized and very outgoing and most of the time going out because Anime Alliance Philippines manages events extending up to Pampanga; an example would be the Cosplay @ Hot Air Balloon held last February¹⁴.

Edgar John Ilaga found an avenue for exploring different anime genres by joining Anime Alliance Philippines. He said that before he was not aware of the gothic culture, the lolita culture, and the moe culture.

The gothic Lolita culture is a fashion style adapted not just by anime fans. This style is usually worn by girls. The image is that of a Victorian doll, with pale skin, neat hair, knee or mid-thigh length Victorian dresses, pinafores, bloomers, stockings and shoes or boots¹⁵. Because of this culture, several styles were also created like the elegant gothic Lolita which uses monochromatic colors, the classical or country gothic Lolita which makes use of pastel colors. The punk Lolita adds edgy fashion elements to the classic Lolita image. Motifs range from tattered fabrics, safety pins, chains, screen-printed fabrics, and genderless hairstyles. Common footwear for the punk Lolita includes boots.

According to People's Daily Online, the Moe culture originated in Japan and it refers to the fervor when anime viewers and manga readers spot cute and beautiful characters involved in the story¹⁶. Later, some girls began imitating the style in the anime or manga. Moe culture soon spread into China through the internet. This culture also influenced the creation of the premier Maid Café in the Philippines. MeiDolls Café is

located at Cainta, Rizal. Its maids or waitresses are dressed as anime inspired French maids complete with wigs, dresses, and pinafores¹⁷. Another unique element of the café is the maids chant which is ‘moe moe kyun’, moe means cute and kyun is a sound effect of a beam radiating from the hands of the maids.

By becoming a member of the organization, Mr. Ilaga as well as the other members are exposed to all of these. He also learned how to manage his time well. It helped him look into the broader perspective of things. Being an anime fan, it helped Mr. Ilaga to appreciate the anime culture more. It is gaining and understanding or being forced to understanding a culture that is very distant from the Philippine culture. Finding people with similar interests make the anime fan express fandom freely in society.

A member can easily be influenced by the organization because the individual gets saturated with anime and the Japanese culture in general. As an individual continuously patronize anime, that person may he be a member of Anime Alliance Philippines or not, the interest for the imported art form increases and the space for exploring more about it becomes bigger.

Chapter 6

SUMMARY AND CONCLUSION

Summary

This study was conducted to provide an in depth discussion on Anime Alliance Philippines. The organization strives to provide quality information and services to the anime community.

Anime Alliance Philippines was formed by David Michael Ramas and the organization made its official public debut on February 6, 2006. With the simple task of helping the anime and cosplay community by covering and managing events, Anime Alliance Philippines had already gone a long way. By now, the organization has a branch in the United States and the organization extends the services by being an online media partner for international events such as the 1st Malaysian International Toy Fair and the Singapore Toys, Games, and Comics Convention both held in 2010. AAP focuses on events related with anime, cosplay, j-pop, and k-pop culture. AAP not only works to serve anime fans but part of its undertaking is to offer diverse information on Asian cultural trends.

Japanese culture can be represented through anime and because of this, members of Anime Alliance Philippines become aware of it. Cultures like the Lolita Gothic culture and the Moe culture were introduced to anime fans. These cultures were derived from the characters involved within an anime or a manga. By being saturated with the imported art form, the interest for anime grew more and more leading to the active participation coming from the members of Anime Alliance Philippines. Presently, the organization is gearing towards community and social development by arranging charity events and fund

raisers to help those people who are in need. Anime Alliance Philippines was aware of the tsunami that hit Japan on March 11, 2011. As a social group that aims to lend a hand to the community, the organization together, with Cosplay network Philippines, worked on a project called Prayers from Cosplayers. The objective of this project is to have not just Filipino cosplayers but cosplayers around the Southeast Asia region to send out their messages and to give anything to help the people of Japan.

By being affiliated with the organization, the members develop social awareness and as a result, each one becomes a functional member of society. Another influence of being members of Anime Alliance Philippines is that the exposure to anime and Japanese culture increases as the members become saturated with anime.

In relation to the general objective of this study which was to explore how anime influences the creation of Anime Alliance Philippines, the data proved that anime is the primary force that keeps the organization up and running. AAP is a non-stock and non-profit organization that offers capacity building services to Japanese culture groups in the country which includes cosplayers, bands, manga artists, and toy creators.

Conclusion

Anime has been in the country since 1999 and it created a culture that the Filipinos and particularly the anime society can benefit. Due to the long exposure to anime, fans cannot help but to take their fandom to a new level and that is through creating an organization that would provide quality information about anime and plan events that would gather anime, manga, and Japanese culture enthusiasts.

Anime Alliance Philippines provides a great space for learning more about anime and the Japanese culture. Members are able to find a sense of belongingness through the presence of other members. By gathering anime enthusiasts, social actions are produced.

Anime Alliance Philippines began by covering anime events in the country. After a year of exposure, the organization started to develop by providing cosplayer talents for ABS-CBN and by directing skit presentations for events like the gaming launch of Tantra.

The organization continues to communicate knowledge about the imported art form to anime fans by co-managing events. Anime Alliance Philippines was tasked to - do the event management and security for the 5th Christmas Toy Fair held at the SM Megatrade Hall, to become the security support volunteers for the 2nd Philippine K-pop Convention at PICC, to be co-presenters and manage the event security for Cosplay Fever 2010 held at the BlueWave Strip Mall, Pasay City.

In the long run, being an anime fan in the Philippines correspond to the continuing discovery on anime and the Japanese culture by being a part of an anime organization.

Chapter 7

IMPLICATIONS AND RECOMMENDATIONS

Implications

The results of this study proved that anime influences and creates fans that carry out actions that motivate change. What also emerged were information that would be beneficial for other researchers who wish to undertake a study or are involved in inquiries related to what was posed by this study.

The process of a transforming the media consumer from being a passive to an active audience operates under the premise of Uses and Gratifications theory. The results of this study proved that the idea of the Social Identity theory actually maneuvers the creation of Anime Alliance Philippines. Anime and the search for belongingness sparked the birth of the organization that serves the society in general and the anime community in particular.

The results yielded by this study revealed the reliability of using interviews as a method of gathering data. In a case study, an interview would be the best method to apply so that the researcher can collect in-depth information about the subject she is studying.

The researcher preferred to do the interviews on the members of Anime Alliance Philippines on an event which they organized. By doing this, the researcher was able to observe the organization's natural behavior during an ongoing event.

The selection of the interviewees supplied the necessary information needed and helped a lot in the study as well. The interviewees' experiences were rooted to years of anime watching and doing anime related events.

The findings of this study established ideas that could be applied on various aspects of society. For one, the academe could include the concepts that were discovered by this study to its growing amount of information.

The continuous airing and patronage of Filipinos to anime proved the underlying explanation of how anime organizations like the Anime Alliance Philippines were formed. The broadcast institutions served as an avenue for the incessant popularity of anime among the youth. This study can be used as a source of information for anime fans that plans on organizing their own social groups.

Recommendations

While this research answered the objectives it posted at the beginning, there are still several facets of anime and its influence on Anime Alliance Philippines and its members that could be explored. For this the researcher recommends the following for future studies:

- 1.) The repetition of this study to a different anime organization. This is to discover how anime affects other organizations in terms of their vision-mission and the events they organize.
- 2.) The repetition of this study but on a different angle. This is to discover how anime organizations are affected by anime not only as a group but individually. The influence of anime on the identity construction of members of an anime organization can be studied.

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- 3.) From this, the researcher recommends the possibility of anime and Japanese culture as an area of study that can be added to the curriculum. Anime is not just a form of entertainment anymore; it also is a tool for opening up a great space for exploring new dimensions regarding anime and other related topics. The addition of Anime and the Japanese Culture on the curriculum. This is to discover how anime, as an imported art form, influences the Filipino youth to find ways on how they can express their fanaticism over anime.

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¹ <http://ezinearticles.com/by Gammage, July 2010>

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³ MacWilliams, M. W., & Schodt., f. b. (2008). Japanese visual culture : explorations in the world of manga and anime. Armonk.

⁴ www.awn.com/mag/issue1.5/articles/patten1.5.html by Fred Patten, August 1996

⁵ Ibid.

⁶ MacWilliams, M. W., & Schodt., f. b. (2008). Japanese visual culture : explorations in the world of manga and anime. Armonk

⁷ Monzon, P. R. (2010). The Toons of Our Time: A television Programming Analysis of Anime in the Philippines from 1999-2001.

⁸ Quilicol, R. A. (2010). Events as Destinations: Tha Case of Anime Conventions in the Philippines

⁹ Manion, A. (n.d.). Discovering Japan: Anime and Learning Japanes Culture

¹⁰ The Adoring Audience:Fan Culture and Popular Media

¹¹ Quilicol, R. A. (2010). Events as Destinations: Tha Case of Anime Conventions in the Philippines

¹² <http://web.media.mit.edu/by Norman Denzin and Yvonna Lincoln, 2003>

¹³ Interview with Mr. Edgar John Ilaga, March 2011

¹⁴ Interview with Ms. Lizette Ilaga, March 2011

¹⁵ <http://harajuku-lover.fabsugar.com/Lolita-Culture-1060573>

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APPENDIX A

Interview Guides:

Interview questions for David Michael Ramas – Head Administrator of Anime Alliance Philippines

HISTORY

01. When was Anime Alliance Philippines founded?
02. Why was the organization created?
03. Who were the founding members?
04. What was the first event organized by AAP? When?
05. Where was the organizations' first office?

ORGANIZATIONAL STRUCTURE

01. What is the organizational structure of Anime Alliance Philippines?
02. Who are the current officers?
03. What are the duties and responsibilities of the officers?
04. How long does an officer hold his/her position?
05. How do you elect the officers?

MEMBERSHIP

01. How does one apply for membership?
02. How many members do you have?
03. What are the criteria to be qualified to become members of the organization?
04. How frequent do you have general assemblies?

ACTIVITIES/PROJECTS

01. What activities do you organize?
02. What are the present activities of the organization?
03. Who sponsors those events?
04. Where do you get the funds for the events?
05. Who are the beneficiaries of your events?
06. Do you have any international events? If yes, what are they?

Interview questions for Lizette Ilaga (Assistant Marketing Manager-External Relations)
and Edgar John Ilaga (Assistant Operations Manager for Logistics and Legal Affairs)

01. How long have you've been a member of Anime Alliance Philippines?
02. What are the benefits of joining the organization?
03. Who referred you to join AAP?
04. What are your duties and responsibilities as a member?
05. Why did you join AAP?
06. How did you join AAP?
07. What are your experiences as a member?
08. Do you hold any position in the organization? If yes:
 - a. What is your position?
 - b. What are your duties?
 - c. How long do you have the position?
09. How does the organization influence you as an anime fan?
10. How does AAP improve you as a person?
11. As an anime fan, or even if not as an anime fan, what changes have you experienced by being a member of AAP?