



Qualitative content analysis of racism in the film Kamen Rider black sun

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ABSTRACT

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Racism is a form of discrimination carried out by race majority to race minority. Racism is a big issue that never stops in this world until now. Many minority races keep struggling due to these issues and trying to get their right. The Kamen Rider Black Sun film is a Japanese superhero film series that brings up the theme issue of racism. Directed by Kazuya Shiraishi, released on October 28, 2022, via the Prime Video online streaming platform, it tells a story about the chaos that occurred between humans and a *humanoid* monster called Kaijn which actually mysteriously appeared in Japan 50 years ago. The existence of Kaijin brings up two strongholds on humans who hate and want to destroy the existence of Kaijin and those who think that Kaijin can live side by side in a way of peace with humans. To know How Racism in the Kamen Rider Black Sun film, this research uses method qualitative descriptive with technique content analysis. Based on the results of the study, it can be concluded that emerging racism in the film Kamen Rider Black Sun is divided become two namely: First, personal racism consisting of behavior, beliefs, and actions indicating race in the film. Second, institutional racism refers to actions condescending to race and certain things to do by social institutions and government.

1. Introduction

Racism is formed through stereotyping or judging someone in terms of race, behavior, physical condition, and other forms of discrimination. Racism is one of the social issues that has not yet been overcome. As it is today, there is a lot of news about skidding that occurs due to forms of discrimination against minorities that can harm the rights of others and not many are life-threatening (Jakobsen & Pillay, 2022). As reported by *kompas.com* regarding the bullying case that killed an elementary school student in Tasikmalaya, the victim received bad behavior from his peers and experienced physical, sexual, and psychological violence (Sobur, 2004). The bullying action was recorded in a 50 second video and spread widely on social media. Hearing that the victim's video went viral on social media, caused the victim to experience psychological distress, reduce appetite and physical deterioration that killed him (Alsawalqa, 2021).

Racism itself arises because of stereotypes related to the fact that humans are divided into various groups and each group is superior and some are negative (Darwis & Resnawaty, 2018). This is what gives rise to discrimination because groups that feel superior consider other groups unworthy so they think badly of other races or groups that they think are different resulting in mistreatment, humiliation, and conflicts that occur between them (Lund & Zukerfeld, 2020).

Film plays a very important role in communication media because in addition to having a function as an entertainment medium, it can also be a medium of education and information (Oki & Ridwan, 2022). Film is a dominant form of audio-visual mass communication and is a new and effective medium for conveying messages to a large audience with a very large impact both in terms of positive and negative. Messages in films can be directly depicted through dialogue, movement, and so on.

Films are usually made with various themes to convey messages or just for entertainment (Nurullita, 2021).

Film is a very widely used medium to raise social issues. Because in addition to having a function as a medium of entertainment, another function of film is also as a medium of education and information that can provide new knowledge for the audience (Ekeleme, 2023). Because of its function movies can convey messages effectively and are very easy to understand by a wider audience than other media. As a mass media, movies can have a big impact such as social and psychological impacts (Petrescu et al., 2022). So that movies can change a person's point of view regarding something or can provide moral messages to the audience because the scenes shown do not describe events that often occur in the real world, such as movies with the theme of racism can make the audience feel what it feels like to be treated unfairly by society through the characters in the film (Asri, 2020).

One of the films that raises the issue of racism is Kamen Rider's Black Sun. This film is a Japanese superhero film series directed by Kazuya Shiraishi, released in 2022 precisely on October 28 through the Prime Video online streaming platform. Kamen Rider Black Sun is a movie belonging to a joint production between Ishimori Production and Toei (Abel, 2014).

Ishimori Production is a Japanese production company known for its contribution to the entertainment industry. Especially in the fields of manga (Japanese comics), tokusatsu (*Japanese superheroes*), and stage shows. Founded by renowned writer and artist Shotaro Ishinomori, the company is known as the birthplace of iconic works such as "kamen rider" and "Super Sentai." These works have become world-famous franchises and influenced global POP culture (Hermawan, 2018). Ishimori production is also active in producing manga adaptations, stage plays, as well as the development of character-based creative content that continues to inspire and entertain multiple generations. In collaboration with TOEI, a company engaged in the Japanese entertainment industry, is also instrumental in creating and producing a wide range of works, including films, television series, anime (Japanese animation) and dramas. Founded in 1950, the company has created a number of global hits, including the Kamen Rider and Super Sentai series that have become integral to Japanese poultry culture. TOEI is also involved in the production of many famous anime, such as "Dragon Ball", as well as action and fantasy films that have had a major influence on the global entertainment industry (Prasetyo & Hidayah, 2015).

The movie has 10 episodes with a duration per episode of up to 40 minutes. Kamen Rider Black Sun movie is part of the 50th anniversary of the Kamen Rider series, also celebrating the 30th anniversary of Kamen rider Black. Tells about the chaos that occurred between humans and *humanoid monsters* called kaijn who mysteriously appeared in Japan 50 years ago. This movie is also a *remake* of the Kamen Rider Black movie where in early 1936 during the Asian war, the Japanese government experimented to make humans with animal and plant powers that would be used as tools of war. The first warrior who was made into an experiment succeeded in becoming the first locust monster called the king of creators. With the existence of kaijin raises two camps in humanity, those (humans) who hate and want to destroy the existence of kaijin and those who think that kaijin can coexist peacefully with humanity (Rosyida, 2023).

Incorporating elements of racism from the majority group and how minority groups fight back to defend their rights, which is the main issue in this series, also manages to flick similar social issues that still occur in various parts of the world that are still happening today. Based on the social issues that occur in this film related to racism, researchers want to study this Kamen Rider Black Sun film to find out how racism is expressed in every scene in the Kamen Rider Black Sun film. This study uses qualitative content analysis to find out the form of racism in the film Kamen Rader's Black Sun.

3. Method

This research uses descriptive methods with a qualitative approach and qualitative content analysis as a technique, aiming to explain phenomena related to objects in depth through data collection (Krisyantono in Fan et al., 2020). A qualitative approach which is research related to field research in the social sciences that refers to the meaning, characteristics, concepts, metaphors, definitions, symbols, and descriptions of things (Insani & Adhani, 2021).

Content analysis is a technique used in research to process data by describing the content of messages contained in documents in both printed and visual forms such as newspapers, magazines, films, radio television, advertisements, books and so on (Eriyanto, 2011). Content analysis is related to verbal and non-verbal forms, basically in analyzing this method pays more attention to the content of communication in order to interpret the content of communication and the content of interaction symbolically (Supriyadi et al., 2021).

Content analysis in the study of communication science is used as a method of examining the components of a communication message. The content analysis method is often used as a method of studying scriptural texts, photographs, books, songs, movies, pictures, paintings, books, literary works of art, and also manuscripts. Research in content analysis can be done quantitatively or qualitatively Rifqi & Purnamasari (2022) In this research, the content analysis of racism in the Kamen Rider Black Sun film uses qualitative content analysis.

Ibnu hajar in Salim explains that qualitative research is research whose final results are presented in descriptive narrative form and are usually obtained from through writing or spoken words and observable behavior. In this study using the Kamen Rider Black sun movie as the object of research. This study examines the form of racism contained in the scene that appears in the movie. For data sources used in this study in the form of primary and secondary data, Kamen Rider Black Sun Movie as Primary data, and theories obtained from books and journals as secondary data to be used as the basis of argument in strengthening primary data (Altuwajri & Ghouzali, 2020).

Data in a qualitative study can take the form of images, documents, texts, photographs, artifacts and other objects obtained when conducting field research (Sarwono, 2005). The following data collection techniques used in this study are:

Observation is a qualitative data collection technique that involves direct observation of the phenomenon under study, with the aim of obtaining information about the actions, interactions, and subjective experiences of the people involved Creswell (2013) This technique is carried out by systematically recording objects, behaviors, events that can support the research process.

Documentation is a data collection technique carried out by collecting information from written sources such as archives, reports, and other documents, with the aim of obtaining accurate and detailed data about the phenomenon under study. This data collection technique is realized by looking for the main data in the form of the film "Kamen Rider Black Sun", the following steps are used by researchers in collecting data in this study, namely:

Watch the movie "Kamen Rider Black Sun" repeatedly to understand each scene.

Understand each scene in the movie "Kamen Rider Black Sun" more specifically on each scene that contains elements of racism in the movie.

The author then classifies each scene into indicators of "racism".

Data analysis is a series of reviewing, classifying, interpreting, and verifying data so that the data has academic, social and scientific value, and does not have a standardized technique in conducting a study (Mulyana, 2004).

Barney G. Glaser and Anselm L. Strauss, in their book entitled "The Discovery of Grounded Theory: Strategies for Qualitative Research" (Hazaea et al., 2021), define Grounded Theory as an approach to developing theory from data obtained directly from the field, without imposing pre-existing theories. They explained that data analysis techniques in Grounded Theory involve a process of deep abstraction of the data, with the aim of identifying patterns, categories, and concepts that emerge from the data.

In Grounded Theory, data analysis begins with collecting raw data, then gradually organizing, comparing, and classifying the data into interrelated categories (Harland & Kinder, 1997). During this process, the researcher continues to interact with the data to develop concepts that emerge from the data itself, not from pre-existing theories. This approach prioritizes flexibility and creativity in producing theories that emerge from observed empirical reality. The steps taken in conducting data analysis use qualitative research with descriptive methods and describe the data that has been collected

from the transcript of the film "Kamen Rider Black Sun" using content analysis through racist behavior in personal, interpersonal and institutional forms contained in the film.

4. Result and Discussion

4.1. Result

This research uses content analysis to find the results of racism in the film Kamen Rider Black Sun. From the results obtained during the observations in this film, here are 6 scenes selected by researchers in accordance with the focus of research, the six scenes contain elements of racism in the film Kamen Rider Black Sun.

The first scene that explains that there is an act of racism that occurs in Kamen Rider Black Sun is in the duration of scene 3.19 to 05.13, when Aoi, who is a kaijin activist, is invited by the United Nations Institute to present a speech regarding the discrimination experienced by kaijin. In her speech she mentioned that kaijin are the same creatures as humans. Aoi said "Kaijin have the same sense of humour as me, eat the same kind of food as me, fall down like me, and pursue their dreams just like I pursue mine, kaijin are just as human as me (Rosita & Prathisara, 2021). I wish for a world without racism, a world where kaijin coexist with humans in harmony. The value of kaijin and human lives exceeds the value of the world. There is not even a gram of difference between the two. The value of kaijin and human lives exceeds the value of the world" Through Aoi's speech, we can see that the problem of discrimination experienced by kaijin has become a major world problem that has attracted the United Nations to act. The racism experienced by kaijin has been going on for decades. Anti - kaijin humans think that kaijin are not one of them, kaijin and humans do not have the same equality even though what they think is the opposite (Akula & Garibay, 2021).

In episode 1 of Kamen Rider Black Sun, in the duration of 05:15 to 10:00, a form of racism is depicted through demonstrations carried out by Japanese people who do not want kaijin creatures to be in Japan. They held a demonstration so that kaijin could be destroyed. In the scene, the leader of the demo shouted with his microphone and said, "We must exterminate all kaijin, get rid of them" and the symbols were greeted with shouts from other demonstrators "Get out of Japan, kaijin. We will get rid of you". In addition, there were also many posters written to kill kaijin in the demonstration "Kill all kaijin and protect Japan from kaijin". On the other hand, the pro-kaijin community and the kaijin themselves also held a demonstration of peaceful love for kaijin and humans. They shouted "stop discrimination against kaijin, say no to discrimination, equal rights". The encounter between the two demos resulted in chaos, the anti-kaijin demos shouted "Kaijin are so annoying, you're dead, don't follow us like flies".

Discrimination was also practiced by the police officer in charge of guarding the demonstration. A kaijin who did not accept being humiliated by the anti kaijin protesters intended to attack but was restrained by two policemen who handcuffed his hands. Because of that, the kaijin said to the policeman " what are you guys doing ? Are the police now also committing violence against citizens ?" and the policeman replied "Citizens ? What do you mean, you kaijin ? You are ridiculous.

The actions taken by Japanese residents and police officers, show how unacceptable the kaijin are in the Japanese environment. In the scene, it can be seen that kaijin creatures in their community often get insults and diatribes from the surrounding community. The police, who are a state apparatus tasked with securing and providing a sense of justice and security to the entire community, should be in a neutral position that does not favor one tribe or race, the police also shot kaijin who rebelled while the human race was not treated the same way. The arbitrary treatment carried out by Japanese society and government officials to kaijin greatly discriminates kaijin as insignificant creatures in their eyes. They consider kaijin to be dangerous creatures and not worthy of being juxtaposed or coexisting with them because they consider the kaijin race to be a race of inferior creatures and not equal to humans.

Furthermore, episode 1 in duration of minutes 27:47 to 28.08 describes two teenagers, namely Aoi (human) and her friend Shunsuke (kaijin) who are riding the bus on their way home. While on the bus a middle aged man standing right next to Shunsuke made a complaint to the bus driver. The man said, "Hey! Driver, did you let a kaijin get on your bus? They stink". From the scene, it can be seen that kaijin often receives insults and scorn from Japanese society. It seems like a common thing to do and happen to kaijin. They are not even allowed to have the same rights as humans. As we know in Japan

buses are public transport that is always used by Japanese people to travel. Buses are very important for the lower middle class such as kaijin, if the treatment of kaijin is prohibited from also using public transport vehicles, it will greatly hamper the kaijin to move like the surrounding community. And their dreams and aspirations could also be hampered because not only related to public transportation, kaijin are also prohibited from attending school in the same place as humans.

The next form of racism is seen in the scene at minutes 17:35 to 18:58 in episode 2 which is when Shunsuke is meeting Aoi and Niko in a restaurant. Seeing the arrival of Shunsuke who was a kaijin, the restaurant owner immediately approached Shunsuke and drove him out of the restaurant as soon as possible, the restaurant owner said: "hey! Other customers will complain if they see you, kaijin are not allowed here". Although Shunsuke explained that he only came to meet Aoi, the restaurant owner's mother immediately pulled Shunsuke's hand out of the restaurant without wanting to hear the reasons said by Shunsuke.

Furthermore, in episode 2 in the duration of minutes 35:12 to 36:50, this scene illustrates group of humans from the upper middle class in suits and wearing masks and is dominated by humans from outside Japan who are sitting and chatting with each other while holding brochures in which there are pictures of kaijin along with the price. They applauded when the two hosts of the auction appeared and opened the event. The host said "Ladies and gentlemen, welcome to the kaijin auction. Our first kaijin tonight. open, he looks like a human, do you want to see what he really looks like? A kaijin that is still in human form is locked up in a large gold cage, which is used as material for trading. To make the kaijin turn into a monster, the female host emphasizes the tool to activate the electric shock on the kaijin's body so that the kaijin feels pain and anger to be able to turn into a monster.

The female host emphasizes the tool to activate the electric shock on the kaijin's body so that the kaijin feels pain and anger to be able to turn into a monster. The transformation of the kaijin figure who was originally human shaped and became a monkey shaped monster was greeted by a very loud applause from the audience. The host of the auction introduced the kaijin as "mad monkey kaijin". The host also explained the benefits of the kaijin to the audience, "He can be a protector or a hitman and many others". This auction turned out to be a business owned by the Japanese chief minister as the mad monkey sold for 82 million yen. The form of discrimination in this scene shows that kaijin is treated inhumanely by Japanese society even by the Japanese prime minister himself, Kaijin is traded only to be used as entertainment and slaves by rich people. Because according to humans kaijin are creatures that were only created as slaves by humans from decades ago. If in the past kaijin were used as the foremost weapon in the military and used as a shield for human soldiers now kaijin are used as slaves, killers, pets, and also as human lust satisfiers.

The last racism in this film is found in the duration of minutes 29:17 to 36:08 in Episode 7 Aoi and Shunsuke who managed to escape the war that took place in the Gordom building returned to their respective homes, on the way home Aoi and Shunsuke walked very limply looking very weak and almost fell. The surrounding Japanese people who were passing by saw Shunsuke almost fell immediately away from Shunsuke and gave a very cynical look to Aoi and Shunsuke, some even ran a little away when they saw Shinsuke who almost fell again. In the next scene Shunsuke and Aoi separated because they had different goals, Shunsuke who was walking alone on his way home met an anti kaijin group who was also crossing, they always carrying a cardboard that read "Kaijin should die". The leader of the group said to his followers "this is the little wallet, isn't it?" and the followers said, "oh the wallet bird, you kid".

The group then walked up to Shunsuke and the dreamer of the group who still had a grudge against Shunsuke for dropping his feces on the leader said "You, dropped something nasty on my face the other day, you always show up here, if there is a problem just say so". Shunuske was speechless at the words of the group leader. While walking past and pushing Shunsuke he said "you can't say anything if you're alone" and his group members did the same while saying "he has nothing to say, as rancor". Shunsuke who did not accept being treated like that then shouted "Discrimination" hearing that the group leader turned around and said, "what? I didn't hear you". And Shunsuke again said "Stop discriminating, you're a racist" and spat at the group leader.

Seeing that happen to their leader the other group members then pulled Shunsuke and said "Hey, you. Stop talking nonsense". Shunsuke was then taken by the group into a narrow alley, the group leader said "Who are you calling racist, racism is discrimination against fellow humans. That is why

there is no such thing as racism against kaijin in this world". Shunsuke who was beaten continuously until he fell to the ground then transformed into a kaijin mustard swallow. Because he transformed into a swallow, the group beat and kicked Shunsuke even more while shouting "let's kill him", Shunsuke who was weak and badly injured was finally killed by the group.

At the 37:15 minute mark, the scene where Shunsuke's mother, ayanya and Nobuhiko are talking on the front porch of Shunsuke's house. The mother is complaining that she is very worried about Shunsuke, because he has not come home even though it is almost night. While talking Nobuhiko noticed that there were drops of blood around the electric pole. Shunsuke's father also saw a feather flying towards him. When they looked up, Shunsuke's broken body was hanging with the words "this is what happens to kaijin with stinky breath" hanging from his neck. In the scene above, it can be seen that the discrimination carried out by humans or anti-kaijin groups is not only insults and diatribes received by Shunsuke as a kaijin but also physical violence until he loses his life.

4.2. Discussion

Racism is an ideology and practice based on the view that certain races or ethnic groups are superior to others, and justifies unfair or discriminatory treatment of racial groups that are considered inferior based on skin color, country of origin, sexual orientation, religion, and ancestry. This ideology was present in the colonial era which was a way for the colonizers to express that their people or race were superior to the colonized country as a form of showing power (Liliweri, 2005).

One theory that explains the concept of racism is the "social inequality theory" proposed by Eduardo Bonilla-Silva. Eduardo Bonilla-Silva, a prominent sociologist, explains that modern racism is more complex than the crude and overt forms of the past. He describes racism as a "structure of social inequality that allows certain races to maintain their status and privilege in seemingly neutral ways" (Bonilla-Silva, 1997, in his book entitled "*Racism without Racists: Color-Blind Racism and the Persistence of Racial Inequality in America*").

In her theory, Bonilla-Silva highlights how racism can persist through more subtle forms, such as covert discrimination, unconscious stereotyping, and "colorblind" views that ignore racial differences. In other words, modern racism is often hidden behind rhetoric that claims equality, while in reality there are still significant inequalities. (Bonilla, 1997).

Based on the results in analyzing the forms of racism that exist in the Kamen Rider Black Sun Film using qualitative content analysis theory. The data collected is the result of screenshots that researchers have selected which can be indicated as a form of racism or discrimination. In general, racism is grouped into several indicators such as personal, interpersonal, and institutional racism (samovar in Sukmono & Junaedi, 2014). The following is a more complete discussion of the forms of racism from each indicator, namely:

Personal Racism, is a form of racism that is based on feelings, actions, and thoughts that exist in our minds as individuals both consciously and unconsciously. So that personal racism is formed through the stereotypes that we build in our minds. In this Kamen Rider Black Sun film, racism in personal form is formed through the thoughts of humans that occur for generations and assume that humans are creatures with the highest caste compared to monster creatures such as kaijin and always mention that monster creatures such as kaijin are scary creatures with various forms displayed when they turn into monsters. In addition, many humans also think that kaijin are cyberlog monsters that are very dangerous and can attack and try to control Japan at any time. This stereotype is what makes racism often occur in this Kamen rider Black Sun film as well as humans who when crossing paths with kaijin always keep their distance and do not want to come into contact with kaijin because in their minds they always think kaijin are lowly creatures.

Interpersonal racism, is a form of racism between groups against other groups or a person to another person and this action can affect interactions between the public, such as harassment, discrimination, persecution, and words that refer to racist forms. In the film, Kamen Rider Black Sun, racism in terms of Interpersonal is often experienced by kaijin as it occurs in minutes 5 to 10 of the demonstration that took place between humans and Kaijin, where humans are demonstrating to eliminate kaijin from the earth and kaijin are demonstrating to humans and local governments not to discriminate against them. From this, we can see that humans do not like the existence of kaijin in their neighborhood. They want kaijin to be killed en masse because according to them kaijin are

creatures that are very useless and dangerous to humans. So much so. In addition, kaijin often get harassment and also insulted such as, being said to be smelly, stupid, insect like creatures that are always disturbing to acts of persecution that always end in killing kaijin.

Institutional racism, is a form of demeaning action carried out by social institutions such as schools, hospitals, companies, and the justice system in terms of crime. Basically every creature has its own rights, but in this Kamen Rider Black Sun Movie, the kaijin do not get what they should get just like humans. They are prohibited from taking part in an important parliament in the government, they are also not allowed to use facilities provided by the government be it public transportation, places to eat or schools. Kaijin and humans are so very differentiated. Even where the kaijin live is very far from humans. In this movie, the caste difference between kaijin and humans is very visible. The Kaijin live in shabby alleys in the middle of the city or under underground tunnels.

5. Conclusion

Based on the results and discussion through snippets of scenes in the film Kamen Rider Black Sun. The form of racism in Kamen Rider Black Sun is divided into several parts, namely first, racism consists of behavior, beliefs, and actions indicating race in the film. Second, institutional racism refers to actions condescending to race and certain things to do by social institutions and government.

Racism in the film Kamen Rider Black Sun can be seen in how Japanese society treats gaijin as a minority in everyday life. From humiliation, violence, and distrust of humans with kaijin, they consider kaijin to be creatures that can endanger humans. Kaijin who are a minority in Japan are not allowed to have the same rights as humans and are destined only as human slaves, not eligible to go to school and have ideals, not even allowed to use other facilities provided by the government such as transportation.

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