

STORYNOMICS: INTERTEXTUALITY BETWEEN ANIME NARUTO AND BRANDING OF A CREATIVE INDUSTRY PRODUCT

(Storynomics: Interteksualitas antara Anime Naruto dan Branding Produk Industri Kreatif)

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Abstrak

Penelitian ini bertujuan untuk menganalisis hubungan teks anime Naruto dengan industri kreatif dan budaya pada produk industri kreatif dari anime Naruto. Metode dalam penelitian ini adalah metode informal. Ada tiga teori yang digunakan, yaitu teori storinomik yang dikemukakan oleh Mckee (2018), teori intertekstual yang dikemukakan oleh Kristeva (1980), dan teori semiotik yang dikemukakan oleh Barthes (1957). Berdasarkan hasil penelitian diketahui bahwa kata Naruto dan lambang desa Konoha banyak digunakan dalam mempromosikan suatu produk. Selain itu, psikologis karakter Naruto memengaruhi minat konsumen untuk membeli produk tersebut. Interteks juga memiliki pengaruh penting dalam pembuatan produk karena produk yang dijual adalah item modifikasi yang muncul di anime. Selain itu, objek yang ada di anime sudah ada sejak zaman dahulu, salah satunya adalah hitaiate. Dalam masyarakat Jepang, hitaiate lebih populer dengan sebutan hachimaki. Hachimaki ini sering digunakan oleh pelajar, perajin, dan pendukung pertandingan olahraga.

Kata-kata Kunci: storinomik, produk, Naruto, interteks

Abstrak

This study aims to analyze the relationship between anime Naruto's text and creative and cultural industries in the creative industry products derived from anime Naruto. The method in this study is an informal method. There are three theories used, namely the storynomics theory proposed by Mckee (2018), the intertextual theory proposed by Kristeva (1980), and the semiotic theory proposed by Barthes (1957). Based on the results of the study, it is found that the word Naruto and Konoha village symbols are widely used in promoting a product. In addition, the psychological influence of the Naruto character affects the audience's interest in buying the product. Intertext also plays an important influence in product creation because the products sold are modified items that appear in the anime. Furthermore, the objects in the anime have existed since ancient times, one of which is hitaiate. In Japanese society, hitaiate is more popularly known as hachimaki. This hachimaki is often used by students, craftsmen and supporters of sports competitions.

Keywords: storynomics, product, Naruto, intertext

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INTRODUCTION

Literature is essentially a creative product. Without creativity, literature is impossible to exist in the midst of an audience of readers. Literature and creative industries are both based on creativity and cultural nuances. The difference is that literature refers to literary interests, while the creative industry refers to market interests (Herfanda, 2013:1). Literature and the creative industry have a close relationship, one of them is in the film sector, for example *Laskar Pelangi* in 2008 which was derived from a novel. In the development of language and literature-based creative industries, it mostly leads to popular literature because it has a light story and is easily accepted by the public.

Stories are powerful because they have an imaginative power for a person to feel the essence of the experience and to convince them that their relationship with the story is important and enjoyable (Mittelstadt in Melissa, 2012:1). In marketing, stories can be used as a reference in choosing a product through storytelling. Storytelling is an effort made by the storyteller in conveying the contents of feelings, thoughts or stories orally (Echols in Aliyah, 2011).

Storynomics is a new theory on how to apply elements of a story to a business to improve the economy. It was adapted from the field of marketing by Robert McKee (2018). Storynomics emphasizes the strong influence of a story and a person's storytelling ability to convince buyers to buy a product based on the story they know. The storytelling ability will be one of the media for delivering stories from one party to another verbally. The concept of storynomics can be applied and found in many countries, regions and places recently, one of them is Japan. As a country known for its advanced economy, even with limited natural resources, the Japanese population is able to take advantage of all situations and conditions in each era with various problems that exist in order to improve business and a better economic level.

Japanese animation is commonly known as anime. Anime is usually characterized by colorful images featuring characters with various locations and stories. In general, Japanese animation is an adaptation of Japanese comics (manga) and is usually made in the form of two-dimensional (2D) animation (Ranang, et al., 2010: 241). In Japan, anime has become a very promising business industry with a total revenue value of 1.83 trillion yen in 2015 (Ressler, 2016). Not only attracting the interest of the local Japanese population, but the popularity of anime is also able to attract the attention of the world community in other countries.

One of the successful anime series that has a large number of fans around the world is the anime *Naruto*. *Naruto* is the creation of a senior mangaka named Masashi Kishimoto. The anime, which first aired in 2002, tells about the life of Uzumaki Naruto, a hyperactive, cheerful and ambitious ninja who wants to achieve his wish to get the Hokage title, the leader and strongest ninja in his village. The popularity of the anime *Naruto* is not only profitable for mangaka, publishers, and production houses but it can also be profitable for other parties such as creative industry players. Many people use the *Naruto* character as a product theme, for example on the online store (e-marketplace) Amazon Japan when searching for products with the keyword "*Naruto*", hundreds of *Naruto*-themed products will appear, such as t-shirts, anime *Naruto* character clothes, jackets, bags, shoes, action figures, cellphone cases, and key chains. This research does not only consider literature as a creation that can only be enjoyed and read but literature can also be used as a tool to promote a product using storynomics. As far, there is still a lack of storynomics research that discusses about comics and animation. Therefore, it is necessary to conduct further research on storynomics. In this analysis, two theories are used, namely storynomics which is used to analyze a text so that it can strengthen branding and intertextual which is used to find out the relationship between *Naruto* text and the text used to promote products on e-commerce. In the second problem, the data is analyzed using Roland Barthes' semiotic theory with three steps of meaning, namely denotative, connotative, and myth

or ideological meanings (2011: 162). In the end, it can be known that the cultural values contained in creative industry products are derived from the anime Naruto.

Based on the background that has been described, the problems examined in this study are as follows.

1. What is the intertextual relation of the Naruto anime with creative industry products?
2. How is the culture contained in creative industry products originating from the Naruto anime?

METHOD

This is a qualitative research. The data sources used are anime Naruto episodes 1 to 70 and several supporting references collected using literature and netnography methods. Data was searched by watching, listening, and then taking notes. The data was described in form of conversations between characters. In this study the instruments used were the Safari application for searching data via the internet, QuickTimePlayer for watching Naruto anime, Microsoft Word for typing research content. In this study, there are two problems studied, namely the form of anime Naruto Intertextual with creative industry products that have been analyzed using storynomics by McKee (2018) and intertextual by Kristeva (1980). The culture contained in creative industry products derived from the anime Naruto has been analyzed using semiotics by Barthes (1957). In the analysis process, a qualitative method was used. After the analysis process was complete, the results were presented using informal methods by Ratna (2015) and concluded based on the results of the analysis obtained.

RESULT AND DISCUSSION

Anime Naruto is an adaptation of the manga titled Naruto by Masashi Kishimoto. This anime tells the story of Naruto, an orphan who is hated by society because in his body there is a nine-tailed fox demon or *kyūbi*, with his persistence Naruto succeeds in becoming a hero and is loved by the village community. The following is a discussion of the intertextual relation of anime Naruto with creative and cultural industry products contained in creative industry products derived from the anime Naruto.

Intertextual Relation of Anime Naruto with Creative Industry Products

In Japan, myths, folklore, and legends are widely used as part of pop culture, such as manga, anime, and movies. Naruto is one of the anime that contains many Japanese myths and legends. Naruto's popularity is widely used as branding for various products produced based on the anime Naruto. Based on storynomics and intertextual theory, four creative industry products were found taken from the anime Naruto, namely *hitaiate*, ANBU masks, shuriken, and kunai.

a. *Hitaiate*

Hitaiate 額当て is a forehead protector worn by almost every shinobi and it is made of metal plates engraved with the symbols of each village. It is usually attached to a piece of black or blue colored cloth. This headband is acquired upon graduation from the ninja academy (Riday, 2013). Shinobi is another name for ninja who are trained in Japanese martial arts (Cummins, 2009:9).



Source: Naruto EP1 05:37

Figure 1: The Konoha village headband is worn by Iruka Sensei

- (1) イルカ先生 :おかわりか?
ナルト :ん〜にゃ、木ノ葉の額当てちょっと やらして
イルカ先生 :あ、これが、ダメダメ これは学校を卒業して、一人前と認められた証しだからな。お前は あした。
- Iruka Sensei : "You want another bowl?"
Naruto : "Mmmm... no, can I borrow Konoha's headband for a while?"
Iruka Sensei : "Oh this? No no, this is only worn by those who have graduated from the Ninja Academy. Tomorrow you will wear it too."

(Naruto EP1 05:37-05:52)

Data (1) shows that in the anime Naruto a headband can be worn when someone graduates from the academy. The headband is a proof that a person has become a ninja. People who have not graduated from the academy cannot wear a headband because they are considered not to have mastered the fighting techniques in the life of a ninja. The popularity of the anime Naruto has caused many people to sell anime Naruto-themed products. Then they make it branding and use it as a trademark, such as selling headbands. One of them can be seen in the following quote:

- (2) こちらの商品は『narutoーナルトー』ナルトナルトやカカシの里木の葉隠れ葉隠れの里額当にます額当て額当てをを巻くによって気持ちがあります。。おすすめグッズサイズサイズ」」て3.9cm X 10cm、全長：98cm、「重量」36g、「セット商品」額当て、24ユニバースオリジナルグッズ。

'This product is a (Naruto) headband worn by Naruto, Kakashi and friends. When it is worn it can change feelings. This is a recommended item! Headband size: 3.9 cm × 10 cm, (length): 98 cm, (weight): 36 g, (Product set) Headband: original product from 24univers.'

(24universfan, Amazon.jp)



Source: 24universfan, Amazon.jp

Figure 2: Headband Products for Sale

In storynomics, characters in stories can influence consumer interest in buying a product because consumers instinctively connect their own feelings with story characters (McKee, 2018: 121). Data (2) shows that Naruto's name is inserted in the persuasive narrative used by sellers to attract consumers' attention. This happens because Naruto's popularity is considered to be able to move consumers' hearts in buying products as shown in Figure 2. It is told that Naruto is a boy who is hated by all the villagers because of the monster in him. In addition, he is often ostracized by his peers because he is retarded in class. This makes Naruto determine to become Hokage (the strongest ninja in Konoha village) so that people no longer look down on him. The struggles that Naruto has carried out have inspired people to make Naruto an inspirational character. The use of Naruto's name has a good impact for sellers in increasing buyer interest. This can be seen from the product's sales rating on the Amazon.jp website, this product received a rating of 4.3 out of 5 and 62% of the buyers gave five stars. This product is usually used as a gift or cosplay complement.

Data (2) states that the headband product measures 3.9 cm × 10 cm with a length of 98 cm and a weight of 6 grams. In the anime Naruto, it is not explained in detail about the size and weight of the headband. Based on the theory of intertext, this hitaiate is translated with a self-created size but still uses the rules based on the anime. The main guideline that is still used in this product is that there is a village symbol on the iron plate on the forehead.

b. ANBU mask

ANBU (Ansastu Senjutsu Tokushu Butai) is one of the most powerful shinobi units in the anime Naruto. They usually receive direct orders from the Kage (the strongest person in the village) to carry out high-level special missions such as assassinations and torture. ANBU work in teams formed to requirements and ensure mission success (Penber, 2019).



Source: Naruto EP30 20:00

Figure 3: Konoha ANBU member

- (3) アンブー :こんな所にいたのかアanko。
アanko :暗部のくせにずいぶん来るのが遅いんですね。
アンブー :まあ、そう言うな。

Anbu 1: "So you are here, Anko."

Anko : "As an anbu member, you are late."

Anbu 1: "Don't say that."

(Naruto EP30 19:17-19:34)

Data (3) is a conversation between the character Anko and one of the ANBUs showing that ANBU can be recognized by the masks they wear. Figure 3 shows that an ANBU is wearing an animal-style mask that is used to hide the ANBU's true identity. Each village in the anime Naruto has a different mask for their ANBU, such as the animal mask belonging to Konohagakure village and the mask with the line symbol belonging to Kirigakure village. ANBU troops are very famous among Naruto lovers because of their characteristic of wearing masks resembling threatening-looking creatures, so ANBU masks are widely traded.

- (4) (4) カカシ暗部 大人用ハーフマスク。人気漫画『NARUTO -ナルト-』のはたけカカシの暗部のマスクです。ゴムバンドで頭部に固定します。サイズ：長さ約27cm×横幅約18cm×奥行約14cm。素材：プラスチック。

'Kakashi's ANBU mask as a teenager. This is the ANBU Hatake Kakashi mask from the popular comic Naruto. Tie on the head with a rubber band. The size is about: 27 cm (long) × 18 cm (wide) × 14 cm (deep). Material: plastic.'

(Accomes, shopping Yahoo! Japan)



Source: Accomes, shopping Yahoo!Japan
Figure 4: ANBU mask products for sale

Data (4) shows persuasive sentences used by sellers to attract buyers. In this sentence there is a word 人気漫画『NARUTO -ナルト-』 (ninki manga “NARUTO”) which means the popular comic Naruto. According to storynomics, when marketing a product, sellers must be able to build a relationship between the story and the products so that it can make the buyers feel satisfied with the story and information obtained about the product (Mckee, 2018: 134). Naruto is a very well-known story and already has its own image among the public so using the word "Naruto" has a big impact on product sales. Not only the word "Naruto" but product quality is also one of the factors that influence the level of product sales.

From data (4) it is known that ANBU mask products are made of plastic. According to intertext, when making a product there is a process of adaptation to the captured code so that the creator can develop it in his own style (Kristeva, 1980:60). The masks in the anime Naruto are made of wood, while the mask products sold use plastic as their raw material. This shows that the creator of the mask modified the type of raw material because plastic is lighter in weight and easier to shape compared to wood. Besides the raw materials, the way to use the mask is different. If in anime the mask can be used directly without a rope, but in the product a rubber band is used as a fastener so that the mask does not fall off during use.

The Culture Contained in Anime Naruto

A creative industry with a cultural base refers to the activity of combining elements of creativity, which is usually accompanied by innovation, production systems, and commercialization of a

product that can be in the form of certain merchandise or services that are cultural in nature or natural (Moore, 2014: 741). Commercialization, production, and distribution of culture-based creative products are more applicable to popular culture because popular culture is more easily accepted by most people. In the Naruto story, cultural objects are also presented, especially those related to ninja. The popularity of Naruto has an impact on cultural objects in anime so that many creative industry products based on these cultural objects are traded both in Japan and outside Japan.

a. Hitaiate in Japanese Culture



Source: Naruto EP12 05:50
Figure 5: Hitaiate in the anime Naruto

- (5) ハク :君... もしかして忍者か何かなのかな? その額当てといい。
ナルト :そう見える? 見える? そう! 俺ってば忍者!
ハク :へえ、すごいんだね 君って。

Haku: "Are you a ninja? Judging by that headband."

Naruto : "Looks like that huh? Oh, I see? That's right! I'm a ninja!"

Haku: "Hey, you're great huh."

(Naruto EP12 05:42-05:58)

Semiotics proposed by Barthes states that there are three processes of identifying signs, namely by knowing the meaning of denotation, connotation, and myth (2011: 162). Literally Hitaiate 額当て comes from two kanji, namely Hitai 額 means forehead and ate 当て which means a goal or an object. Hitaiate 額当て is another word for Hitaigane 額金 which means a thin copper or iron sheet placed on the forehead on a military headband that aims to protect the forehead (goo dictionary, 2021). The connotative meaning of hitaiate is contained in data (5) it is stated that hitaiate or forehead protector in the anime Naruto is used as a sign that the person wearing the forehead protector is a ninja.



Source: Naruto EP21 03:06
Figure 6: Hitaiate used by Temari



Source: Naruto EP4 05:31
Figure 7: Hitaiate used by Sakura

(6) サクラ：ちょっと待って。

テマリ：何だ？

サクラ：額当てから見、あなたたち砂隠れ砂隠れの忍者忍者よね？に、火の国風は同盟国
国だけど忍勝手な出はいいり条約られててはず場合によっては...

テマリ：ハァ... 灯台下暗しとはこのことだな何もものか？？証証だお前とおriori あたしたち
はの国、砂隠れの下忍下忍

Sakura: "Wait a moment!"

Temari: "What's wrong?"

Sakura: "Judging by the headbands, you're ninja from Sunagakure, right? We know that the Fire Nation and the Wind Nation are allies but it's forbidden to enter the ninja village of either nation. Tell us your purpose quickly..."

Temari: "Hmph, this is what ignorance is like. Don't you know? This is my permission slip. As you said we are genin from sunagakure village."

Data (6) Sakura's character asks a girl about their purpose of coming to her village because their headband is different from the headband used by Sakura and Naruto. From data (6) it can be known that apart from being used as a marker of a ninja, hitaiate is also used as a marker of where the ninja comes from. In pictures 6 and 7, it can be seen the difference in symbols on Sakura's hitaiate with Temari. The symbol on Temari's is a symbol of the Sunagakure village, while Sakura's is a symbol of the Konohagakure village. Not only symbols, the way the hitaiate is worn is also different, most ninjas tie the hitaiate on the forehead as worn by Naruto in figure 5, while Temari uses the hitaiate on her neck and Sakura makes it a bandana. Although the way of wearing is different, the function of hitaiate is the same, that is, as a marker of a ninja and which village they come from.



In the life of the samurai in Japan, hitaiate is known as Hachigane. Hachigane 鉢金 is a headband on the forehead put a hard object made of steel metal inscribed with the emblem or name of the troop as found in Figure 8. At the end of the Edo period the troops called

Shinsengumi (新撰組) or the security forces of the capital city of Kyoto used this headband as a forehead protector and identity of the troop name (Marbun, 2020: 24).



Source: Takano, 2018
Figure 9: *Hachimaki*

In modern life, Japanese people call headbands as Hachimaki. Hachimaki (鉢巻) is a long cotton cloth that is folded and tied around the head (Joya, 2006:18). In general, hachimaki use white cotton cloth containing slogans with black writing and sometimes there is a red circle in the center similar to the Japanese flag as shown in Figure 9. Through this analysis, it is known that the mythical meaning of hitaiate or known as hachimaki is a symbol of action and strong determination of the wearer. Therefore, hachimaki is often worn by students, woodworkers, office workers, traditional drummers or called Taiko and when supporting during sports competitions (Joya, 2006: 18).

b. ANBU Masks in Japanese Culture

Initially, a mask is a tool used to hide the wearer's identity, not to portray a particular character in a performance (Mugiyanto in Martono, 1994:79). A mask is also an image that the maker believes has the power to resist a danger. The power is derived from the mask's grotesque, frightening and humorous depiction (Hoop, V.D. in Martono, 1994:80).



Source: Naruto EP66 11:59
Figure 10: ANBU mask in anime Naruto

- (7) キバ : サンキューな 暗部のおっさん。とりあえずヒナタは安静にしていれば大丈夫だっけ。
暗部 : ああ、そうかい。

Kiba : "Thank you ANBU. So Hinata would be fine if she rested."
ANBU: "Aa, really."
(Naruto EP66 11:57-12:07)

Data (7) is a conversation between Kiba and one of the ANBU members. Kiba says thank you to the masked figure for saving Hinata. The person wearing the mask is a member of ANBU. The denotative meaning of ANBU mask is the mask used by ANBU troops. Literally, the meaning of

Anbu (暗部) is the dark side which stands for Ansastu Senjutsu Tokushu Butai (暗殺戦術特殊部隊) which means special assassin and tactical squad. In terms of connotative meaning, ANBU is a special force that can only be mobilized and commanded by the Kage (the strongest ninja in the village) to carry out various missions such as assassinations (Irvan, 2019).



(Naruto EP66 04:21)

Figure 11: An ANBU mask in the shape of a bird

There are many types of ANBU masks, one of them is shown in Figure 10. The shape of the mask in Figure 10 has a bear-like appearance. Usually ANBU masks take the embodiment of animals such as foxes, monkeys, cats, toads. Figure 11 is an ANBU mask in the shape of a bird because it has a beak. There is no specific reason for the use of animal forms in ANBU masks. In addition, there is no correlation between ANBU members and the mask shapes used. Sometimes one mask shape is used by many members.



Source: Joy, 2017

Figure 12: Various kinds of masks in Japanese culture

The history of masks in Japan was originally used to perform religious rituals thought to date back to the Jomon period (10,000 BC- 300 BC). In the Jomon period masks were made of simple shells and pottery and evolved into more elaborate facial masks in the Kofun period from the fourth to sixth centuries AD. After the rise of Buddhism in the sixth century, masks began to be used for performance purposes such as Shinto dances and play performances (Haines, S.R., 2017). In the anime *Naruto*, it is explained that ANBU masks take the form of animal forms. One of the famous animal masks in Japanese society is the kitsune mask.



Source: Joy, 2017

Figure 13: Kitsune masks

Kitsune masks are very popular in Japan because of their association with foxes. In the belief of the Japanese, the kitsune (fox) is the messenger of Lord Inari. Lord Inari is the god of agriculture and fertility who is believed to appear in the form of a fox. Therefore, shrines devoted to the worship of Lord Inari such as Inari Shrine in Kyoto place a fox statue in front of the shrine so that visitors can make offerings to the kitsune (Joya, 2006:439). Since kitsune are believed to be the messengers of Lord Inari, some shrines in Japan annually hold festivals during the rice harvest season from August to November (Joy, 2017). At these events, people can easily purchase a wide variety of kitsune masks as a way to participate in the festivities. The local people often wear these masks on the back of their heads as in figure 13. These masks are not only used during festivals but also have entered into Japanese popular culture as they are often featured in anime and manga, making kitsune masks even more popular.

CONCLUSION

A research requires limits on the discussion so that the research is not too broad and deviates from the subject being discussed. Therefore, this research is focused on the Naruto anime text with the creative industry and culture embodied in creative industry products originating from the Naruto anime.

In storynomics, by preparing a good story, the process of marketing a product will be different. Interesting stories can be used to influence buyers' interest in buying a product. The anime Naruto is an example of the power of storytelling to influence branding. This can be seen from the many Naruto words used in promoting products such as hitaiate, ANBU masks, shuriken, and kunai. The symbol of Konoha village in the anime Naruto is also one of Naruto's product branding. This is evidenced by the carving of the Konoha village symbol found on hitaiate products sold in e-commerce. In addition, the psychological influence of the Naruto character affects the audience's interest in buying the product. This is because Naruto is an inspirational figure so that his character sticks in people's minds. Intertext also plays an important role in product creation because the products sold are modifications of items that appear in anime. Modifications are made by changing the raw materials into harmless materials such as plastic and acrylic and changing the colors to be brighter to attract buyers.

Even though these objects are found in the anime, in reality these objects have existed since ancient times, one of them is hitaiate. Denotationally hitaiate is a headband, in the anime Naruto hitaiate is used as a marker that someone has graduated from the academy and become a ninja. In Japanese society hitaiate is more popular as hachimaki. Hachimaki is often used by students, woodworkers, and supporters of sports competitions.

It is hoped that in the future there will be more research on storynomics using folklore, myths, and other well-known anime. Not only limited in using story text as a tool to promote products by inserting character names in persuasive sentences, but also using storytelling to promote products and tourist attractions.

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