Development of Cosplay Community in Makassar City

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ABSTRACT

This research aims to find out the process of the formation of the cosplay community and to find out the development of the cosplay community in Makassar City. In this research, the method used is an ethnographic method where the data used comes from interviews with informants. In the process of collecting data, the author gets from interviews with the founders of the cosplay communities. The results of this study show the process of the formation of the cosplay community in Makassar City and the development of the cosplay community in Makassar City. Members of the cosplay community are aware of the profit opportunities that exist when becoming a cosplayer. The community is only a place to express their hobby by gathering with people who have the same passion for cosplay. The cosplayers carry out their hobbies in cosplay while also running a business to gain profit and fame in the world of cosplayers in Makassar City.

INTRODUCTION

In the book *Cultural Studies*, culture is the work of human thought carried out consciously in group life. The elements of cultural potential that exist in humans include mind, taste, and will. Raymond Williams developed an understanding that emphasizes the everyday character of culture as a whole way of life, culture is art as well as values and norms of symbolic objects of everyday life. The word culture comes from the Sanskrit word *buddhayah*, which is the plural form of *buddhi* meaning "budi" or "mind". In popular culture such as cosplay, there is often a group or community of fans who share the same interests and eventually establish good cooperation between fellow cosplay fans. In social life, humans are said to be creatures that are easily influenced by existing social rules, but it cannot be denied that humans in living their lives will need help from others to socialize.

Humans are social creatures, have the instinct to live together with others and need each other or depend on each other. In Soerjono Soekanto's book, a sociologist explains that in studying society, humans will have a lot to do with social groups, whether small ones such as family groups, or large groups such as village communities or urban communities, nations, and others. Social groups are sets or units of people who live together, because of the relationships between them. These relationships include mutual relationships that influence each other and also awareness to help each other.

Human social life cannot be separated from clothing. Clothing or fashion in the current context is commonly called fashion. Fashion is something that is very attached to us, even someone can judge the character of others from the way they dress or the type of clothes they wear. Every form or type of clothing worn either explicitly or vaguely will convey social markers to the wearer. Dress culture can also change, these changes are influenced by many factors, one of which is contact with other cultures or through visual media, and the development of technology and information also affects the perspective of each individual.

Dress styles can also be adopted from fictional stories that are visualized in the form of films or comics.

The clothes used in these fictional stories are generally different from the clothes or clothing worn by people in general in the real world. The dressing style of each character in the fictional story provokes fans of the fictional story to wear clothes similar to the costumes of the fictional story characters they like, which is called cosplay.

Cosplay is Japanese for 'コスプレ' which is pronounced *'kosupure'* and stands for costume play. Cosplay is one of the popular cultures of Japan. The word cosplay is used to refer to the outfit whereas, the word cosplayer is used to refer to someone who wears the outfit/cosplay. Cosplay is a kind of activity of Anime or *Manga* fans carried out by individuals or groups by making and wearing costumes and dressing up in imitation of certain characters from Anime or *Manga* (or computer games, literature, idol groups, popular movies, or icons) to display them in public and do photo shoots. In the beginning, cosplay used costumes from science fiction and historical fiction stories that were said to be a form of resistance from the animated versions. The word "cosplay" was first coined by a Japanese man named Nobuyuki Takahashi, he coined the term after visiting the Los Angeles Science Fiction Worldcon in 1984, Nobuyuki was very impressed with the costumed participants at the event. Since he coined this term, actors who wear costumes of Anime/*Manga* and Japanese games are called cosplayers.

Cosplay developed rapidly along with many magazines, comics, and anime movies in Japan and cosplay became a youth culture in Japan. However, cosplay culture does not only exist in Japan, this culture has also developed in Indonesia as many movies or fictional stories are aired on television or other Indonesian information media. Makassar as the capital of South Sulawesi is not only the center of industry and trade but also the epicenter of South Sulawesi culture. Cosplay has been known for a long time by teenagers in Makassar City, nowadays many teenagers in Makassar City wear cosplay and they also join the cosplay lovers community. Cosplay in Indonesia has developed not only with a Japanese theme, but has become "Indonesian-flavored" because it promotes local culture. This term is used as a name for the phenomenon of the emergence of Indonesian-flavored cosplay that began to develop around 2009-2010.

As Nicolle Lamerichs explains in *Stranger than Fiction*: fan identity in cosplay is a prominent activity at conventions, of course cosplayers get little critical attention, but when a fan cosplays, there is a deep and complex relationship between fans. Cosplay is one of the Japanese cultures that shows how to imitate a fictional character and actualize the character in real life, this can help us understand the identity of a fan.

In consuming popular culture as mentioned above, inevitably a group or community of fans who share the same interests will form. A community is a social group consisting of several organisms from shared environments, generally having the same interests and habitats. Communities in the human context, individuals within them can have similar intentions, beliefs, resources, preferences, needs, risks, and several other conditions. The purpose of forming a cosplay community is as a place to channel hobbies or mutual pleasure.

Fan subcultures such as communities provide a sense of belonging and can provide spaces for communities where people can join and be accepted for who they are. This is a dream for modern society, especially young people who thirst for recognition or belonging. Fan subcultures include fan activities such as consuming items related to their passion, sharing

information about their passion with fellow fans, or unique participatory activities. All of these activities are encompassed in a fan community.

The cosplay community was formed because of a common love for movies and clothes in *manga,* anime, or comics. The cosplay community is generally not homogeneous but flexible or easily adjusts to fellow members regardless of social status. The interest in cosplay makes cosplayers think as creatively as possible to prepare themselves and also their equipment to present a satisfying appearance both for themselves and others who witness it.

In this paper, research on the history of cosplay communities is a form of research that focuses on cosplay communities in Indonesia, especially Makassar City. The 4 cosplay communities in Makassar that have been formed are *Comasu* (Cosplay Makassar *Suki*), Inc Case (Indonesia Celebes Cosplay House), *Aeropala*, and *Matoku* (Makassar *Tokusatsu*). Based on the above, the author believes that with this research the author can understand and know what cosplay is and readers can find out how the history and development of the cosplay community in Makassar.

METHODS

This research uses a qualitative method with a focus on cultural meaning. In this research, the author focuses on the cultural meaning and emphasizes more on "real practice". Ethnography is a body of knowledge that includes research techniques, ethnographic theory, and various kinds of cultural descriptions.

Ethnography is the work of describing a culture. The main purpose of this activity is to understand a view of life from the point of view of the native, as stated by Bronislaw Malinowski, the purpose of ethnography is to understand the point of view of the native and his relationship with life to get about his world. Therefore, ethnographic research involves learning about the world of people who have learned to see, hear, speak, think, and act in different ways. So, ethnography is not only studying society, but more than that, ethnography learns from society. In the book "Ethnographic Methods" by James P. Spradley, the ethnographic method has twelve phased forward research, but with limited time, the author only uses six steps, namely: setting informants, interviewing informants, making ethnographic notes, asking descriptive questions, conducting discourse analysis, and writing an ethnography. For this research, the author wants to see the development of the cosplay community in Makassar. This research uses the historical method, in which data will be collected and then arranged based on the chronology that occurred.

RESULT AND DISCUSSION

After conducting direct meetings and interviews for approximately two months with one of the founders of each cosplay community, this section will describe the process of the formation of the cosplay community from the development of the cosplay community in Makassar City. The following are the profiles of informants who have been interviewed both directly and through social media such as Facebook, Line, and WhatsApp.

TABLE 1. **Brief Biodata of Informants**

No.	Name	Age	Status	Time as Cosplayer	Characters that are cosplayed
1	Muhammad Iqram	25 Years	Freelancer	7 Years	*Luffy, Hiro Hamada, Jumin Han, Hidan, Naruto, Sasuke, Utsuro, Slaine, Arima Kousei, and Ryouma Echizen.*
2	Shafran Safari	23 Years	Self-employed	3 Years	*Gundam, Monster Hunter, Boku no Hero, Starwars, Dinasty Warrior, and Mobile Legends.*
3	Erhos Aditya	±23 Years	Chef and Magician	3 Years	*Makoto, Edward Elric, Raiden Metal Gear Rising, Tobi Akatsuki,* and *Hildan Akatsuki Jassin Mode.*
4	Imran	27 Years	Self-employed (Mechanic)	6 Years	*Stider Hiryu, Kamen Rider X Sic Ver, Kamen Rider Ryuka, Riot Troopers, Kamen Rider Agito, Oda Nobunaga, Uchuu Keiji Sharivan, Kamen Rider Odin, Kamen Rider X Old Ver, Mighty Morphing Thyrano Ranger, Kamen Rider Ichigo Old Ver,* and *Kamen Rider Ichigo The Next.*
5	Faib	±23 Years	Student	6 Years	*Spiderman, Gaara, Kano Shuya, Genos Full Metal, Koro sensei, and Kaneki.*
6	Andi Zulfikar	24 Years	Self-employed	7 Years	*Kamen Rider.*
7	Deny Adriant	27 Years	Private Employee	6 Years	*Sanji (Anime One Piece), L (Death Note), Aizen (Bleach), Kamen Rider, and Darth Vader.*

A. Development of the Cosplay Community in Makassar City

1. *Comasu* (Cosplay Makassar *Suki*)

It was formed in 2010 but inaugurated on January 1, 2011. The reason for choosing January 1, 2011, is because January 1 is the beginning of the annual activity so the founders consider the date good for inaugurating the community. The establishment of this community did not escape the important role of Muh. Iqram, Indri, and Arga as the founders of this community, they met in 2010. Muhammad Iqram or commonly called Iqram is one of the founders of *Comasu* and is now a general helper. Iqram's status as an advisor in *Comasu* has the obligation to supervise and direct *Comasu* members who are currently in charge. At the beginning of the formation of *Comasu*, Iqram was a student majoring in psychology at Makassar State University. In his thesis, Iqram also researched *cosplay* with the title "Pencapaian Identitas Diri Cosplayer di Kota Makassar".

Iqram is currently busy as a freelancer. In addition to his freelance work, he is also a graphology trainer. With Iqram's various activities, he remains active in *Comasu*. The reason he is still active in *Comasu* is because he has a high sense of responsibility and ownership of *Comasu* and he is one of the founders of *Comasu*. In 2009, Iqram joined a community, Makassar Backpacker. At that time this community wanted to organize a 3-country trip in 2010 which required quite a lot of money. Coinciding with the search for funds at that time, there was an event that held a cosplay competition at Ratu Indah Mall around September or October 2010. So the initiative arose to take part in the competition as a way to earn money.

Starting from participating in the competition, Iqram's interest emerged to become a cosplayer by forming a cosplay community that had never existed in Makassar City. The community formed was called *COMASU* (Cosplay Makassar *Suki*) in 2010 and is still active until now. As long as he was in the *Comasu* community, he never got any restrictions in dressing cosplay*,* it's just that this community applies norms in social life in Makassar City. She chooses the character she wants to cosplay according to her preferences, her ability, and the norms of the character.

The logo in this community is a *Daruma* doll, this logo is taken based on the philosophy that when it falls it can return by itself. Based on this philosophy, it is hoped that if one day *Comasu* falls, he will be able to rise again from his downfall. The author looks for various sources regarding the philosophy of the *Daruma* doll. In Japan, *Daruma* dolls are considered bearers of good luck and as symbols of hopes that have not been achieved.

FIGURE 1. *Comasu* **logo**
Source: comasucosplaymakassarsuki.blogspot.com

Initially, there were three founders but when it was inaugurated, the community gained five additional members. The addition was due to Iqram, Arga, and Indri calling their friends to join. Finally, this community was officially formed with eight members. After being formed, this community finally created an open group on Facebook and then received a fairly good response. *Comasu* participated in its first event at the Indie Clothing Expo Event held at Celebes Convention Center, Tanjung Bunga. The results of the *event* made quite a lot of participants who were netted and wanted to join *Comasu*. During the Indie Clothing Expo event*, Comasu* met with HIMASPA (Japanese Literature Student Association) Hasanuddin University and was invited to enliven the cultural party activities with the theme JAPAN MIX 2011 at GTC Mall. After JAPAN MIX, *Comasu's* open recruitment process was erratic and this pattern occurred from 2011-2013.

To become a member of *Comasu*, prospective members will be given three months to make a cosplay costume of at least one character and upload photos in cosplay clothes on the *Comasu* fan page*.* If you do not want to upload photos on the *Comasu* page*,* you can upload photos on your own social media account. *Comasu*'s membership period is for life even if members are busy, they will still be considered as *Comasu* members.

Comasu is often invited to work together in filling an event such as a birthday event, exhibition, cosplay competition jury, and so on. Companies that usually invite *Comasu* to work together include Telkomsel, MaxOne Hotel, Aston Hotel, Trans Studio Makassar, and new malls in Makassar City. It is through this cooperation that members can benefit quite a lot. The income earned will be given to those who attend the event. At first, *Comasu* was formed as a forum for cosplayers to gather, but over time the benefits themselves approached *Comasu* members.

The participation of members of this community in Japanese events can be said to be very enthusiastic. There are some from this community wearing cosplay costumes. It does not

mean that this community will not be present if they do not use cosplay costumes. At the *Aimatsuri* event members of this community were present. Gathered together and took pictures together while watching the items at this event. At the end of the event, the items of this event danced together with the visitors accompanied by the song Doraemon. Almost all cosplayers danced together. Likewise, at The Nextdev event, *Comasu* members were also present to enliven this activity.

2. *Matoku* (Makassar *Tokusatsu*)

Matoku is an abbreviation of Makassar *Tokusatsu*. It was established in early November 2012 and inaugurated on November 23, 2012. This community was founded by Fikar Amin and Imran. Fikar is currently 24 years old and was introduced to cosplay in 2010. When *Matoku* was first formed, Fikar worked in a cafe as a barista and now migrates to Jakarta. Currently, Fikar is unable to gather with other members due to distance. The author began to seek information about Fikar from February 2017 to October 2017. The questions that the author asked the informant (Fikar) about himself and *Matoku,* but Fikar answered the author's questions briefly. Because of Fikar's closedness, the author could not dig up much information about Fikar.

Imran is a 27 years old co-founder of *Matoku.* Imran founded *Matoku* because of his fondness for *Kamen Rider,* which he had watched since childhood. One of the reasons Imran formed *Matoku was* because he wanted to have many friends. Imran joined the cosplay world in 2011. Imran uses *Matoku* as a tool or platform to introduce cosplay quickly to the general public. When *Matoku* was first formed, Imran was a student at the College of Administration and also took a part-time job as a mechanic. Currently, Imran is busy working at Aneka Gas. Imran became a cosplayer in 2011. Initially, he joined the cosplay community because of his hobby of watching *Kamen Rider* since he was a child. So he decided to join in order to realize his little dream. In addition, Imran also wanted to make more friends. Imran first joined a cosplay community called *Comasu* to make more friends. The experience he felt being a cosplayer*,* he tried to introduce *cosplay* to the general public in a gradual way. Imran first made a costume for himself. Same with other cosplayers buying materials at the Makassar City central market. Following the theme of this community, the heroes defend the truth. The most popular character in *Matoku* is *Kamen Rider.*

FIGURE 2. *Matoku* **logo**
Source: Komunita.id

Matoku's logo uses *Kamen Rider's* head. The philosophy is because the most popular character in *Matoku* is *Kamen Rider.* They chose *Kamen Rider* who is considered to be nurturing and strong. With the hope that within the community its members can protect each other and be strong. In the *Matoku* logo there are Lontara letters as a symbol that this community comes from Makassar. The author assumes that the image of *Kamen Rider*, as well as the use of the

Indonesian language and the use of Lontara letters indicate the existence of cultural mixing in the community.

The author argues that *Matoku* was formed due to friction that caused hurt feelings due to jealousy of power while in the previous community. Before it was formalized, Fikar and Imran called people to join by promoting *Matoku* through personal social media accounts. The people who joined were people who often attended Jejepangan events and did not yet have a community. *Matoku* was then inaugurated on November 24, 2012 with 4 members. There are no specific requirements for someone to join or become a member of *Matoku*, anyone can enter and develop their talent and love for cosplay.

As the name implies, *Matoku (*Makassar *Tokusatsu)* community has a special theme of cosplay. The theme of this community is *Tokusatsu* cosplay whose characters come from films that defend the truth, such as *Power Ranger, Saint Seiya, Kamen Rider, Samurai X,* and many more. Members of this community usually gather during Japanese events or job events.

The source of funds for this community comes from its members who fill event jobs or win cosplay competitions. Fee or competition prizes will be given 20% for *Matoku* and 80% for members who take part in the event. This has been the initial agreement of the members. Apart from making their own costumes, *Matoku* also rents out costumes if anyone wants to rent. Costume rental prices at *Matoku* range from hundreds of thousands to millions of rupiah per event. In addition, *Matoku* also provides *Tokusatsu* costume-making services. If someone wants to use costume-making services, then they can directly contact *Matoku* members.

There are several achievements achieved by *Matoku* members both locally and nationally. *Matoku* once received a national achievement, namely entering the top 20 at the AFA event (Anime Festival Asia in Jakarta on September 2015) with a black steel satria costume. The *Matoku* member who participated in the AFA *event* was Fikar Amin as the founder of *Matoku*. Anime Festival Asia is a series of annual Anime conventions organized by Sozo and Dentsu in the Southeast Asia region with the parent convention held in Singapore. It was first organized in 2008 in Singapore. From 2008 to 2011 Anime Festival Asia was regularly held in Singapore, Anime Festival Asia is one of the largest Anime conventions held outside of Japan.

However, at the *Aimatsuri* Event and The Nextdev event, this community was not present due to the busyness of its members. Members of this community have worked on average so they cannot participate in these two events.

3. Inc Case (Indonesia Celebes Cosplay House)

Inc Case stands for Indonesia Celebes Cosplay House, this community is fairly new. It was first formed on December 24, 2015 and inaugurated on February 14, 2016. The reason they chose February 14 as the day of the inauguration of this community is that February 14 is the day of love. They hope that the philosophy of the day can be transmitted to the community.

This community has a 9 tailed fox logo. The 9 tails of the fox represent the number of founders of the community. The roof and the circle underneath it are like a house. With the hope that Inc Case can be a place where they gather to feel the warmth of family. The blue color was chosen because they consider blue to be a calm and serene color. This community also focuses more on robot movies from the West such as Star Wars and Iron Man. Because of their fondness for robot movies from the West.

FIGURE 3. **Inc Case Logo**
Source: *Facebook Inc Case* Page

The process of forming this community began with a project offer to Deny, who is one of the founders of this community at an event with a Star Wars theme. Deny was asked to make costumes and call some friends to join this project. Eventually, they became 9 people who knew each other. Among them are Deny Adrian, Sandy, Rara, Akmal, fatri, Shafran, Iman, Acer, and Yoga. Deny was the one who had the idea to form this community, and this then led Deny to become the head of this community. Deny's job as chairman is to organize the community to run well. Deny also acts as Inc Case's administrative and financial manager. This is done because Inc Case does not have a treasurer and secretary who carry out administrative and financial functions. He is also responsible for the community when there is an event.

In the beginning, this community only bought cosplay costumes from online shops. Over time Inc Case began to be able to produce its own costumes. Initially, when the community wanted to make costumes, Inc Case could only produce costumes made from fabric. Now Inc Case can make costumes using foam hearts and more complex materials.

The community is more often present at events that hold cosplay competitions. The example of an event that Inc Case attended was The NextDev Trans Studio Mall on the Tanjung Bunga Metro road. The community also usually accepts cooperation with companies that want to display cosplay. Telkomsel, electronics, and automotive companies are examples of companies that have worked with Inc Case. The benefits obtained by Inc Case when working with companies are in the form of fees. The fee earned from an event belongs to the members who fill the event in collaboration with these companies. The community (Inc Case) does not benefit from the cooperation as a community. Contacting Inc Case members directly is one way to collaborate.

Of the two events that the author has attended, there is only one event that Inc Case also attended, namely at The NextDev Event at Trans Studio Mall Makassar. Unfortunately, at the *Aimatsuri* event, this community was not present because the average member was busy with their respective jobs. This community is more often present at job events.

4. *Aeropala*

The word *Aeropala* comes from the pun *Aero* from the word Hero which means good. hero and Pala from the word *Palla* in Makassar language which means good. Aufar is the originator of the idea to create the "*Aeropala*" Cosplay Team. Currently, Aufar has been absent from the *Aeropala* Team. Aufar's whereabouts are no longer known by the *Aeropala* Team members.

There is also Faib who is a student majoring in economics at STIEM Bongaya and is currently completing his studies. Faib was introduced to cosplay at the Makassar Computer Expo at CCC (Celebes Convention Center) on November 11, 2011. At the Makassar Computer Expo event, cosplayers were also present, which is where Faib's interest in cosplay arose.

Then there is Aryo, who is also one of the founders of *Aeropala*. At the time of its formation, Aryo was a student at STIMK Dipanegara. Aryo is currently on hiatus from the *Aeropala* team. They met each other in 2013 and were in the same community, Indonesia Zombie Club. But now the Zombie club community has been vacuumed.

Aeropala does not call their group a community but a team/group. The reason they call themselves a team is because they feel that being labeled as a community is very difficult for them because communities in their view are large social groups. Initially, the founders of this cosplay team did not join the cosplay community or other cosplay teams. Seeing that other communities have binding rules, Aufar took the initiative to create a cosplay team by calling Faib and Aryo to jointly form a cosplay team that does not regulate and bind. They want to create a team that does not regulate because they feel that rules can burden members who will enter.

When it was inaugurated until the end of 2014 it only had 5 members, in 2015 it increased to 6-7 members. Then in 2016, it increased to 9-10 people who joined *Aeropala*. To join *Aeropala*, there are no requirements. The team also does not specify the type or theme of cosplay clothes if you want to join. This team does not have a chairman or coordinator, but only has an admin because some things are feared such as the emergence of jealousy among members.

The development of this team is quite good, initially they could only buy cosplay costumes, but now *Aeropala* can make their own costumes. With the skills to make cosplay costumes, the team can finally sell *cosplay* costumes if someone wants to order. Selling costumes is one of the businesses for the *Aeropala* team and also a means to develop creativity. The average member of *Aeropala* can make cosplay props such as sword replicas and the profits earned are quite a lot. The price range of sword replicas usually made by Faib and friends is usually sold for 70,000. The profit from the sale of the sword replicas was obtained (taken) by the maker of the sword replicas. This team's work program usually exists during events in the form of joint projects. The team is often invited to participate in events or as judges in cosplay competitions. *Aeropala* differentiates between job events and events, such as events held by schools, and campuses and they only come to enliven, while job events are like a company that holds a product exhibition such as automotive. This team is invited to enliven the event so that visitors are interested in attending this event. In a job event, this team gets paid to enliven. The person in charge if there is a job event is determined by who is first given the offer. The results of the job event are more personal than a team.

Aeropala is always present at *Aimatsuri* and The Nextdev events. *Aeropala* attended the *Aimatsuri* event without wearing a special themed costume. Some wear Spiderman costumes, some wear original costumes (wearing t-shirts and wearing wigs) and even some from this community wear everyday clothes at this *Aimatsuri* event. They participated in enlivening the activities of fellow cosplayers while watching the performances presented at this event.

B. Cosplay: Hobby to Business

Based on the explanation above, the first cosplay community was formed based on the desire to achieve a material benefit obtained through the competition. Then, a sense of liking for cosplay emerged. Their love for anime characters from Japan began when they started

watching anime aired on national private television channels such as RCTI, MNCTV, GlobalTV, and others. The penchant for using character costumes began to emerge from the founders of *Comasu*. This is the background for the formation of the *Comasu* community. Gradually, the development of the cosplay community began to grow rapidly among the public, so that some companies saw the cosplay community as a means to bring viewers.

It is the presence of this audience that brings profit to the company. Even members of this community see the opportunities that present themselves for profit. Not only the *Comasu* community was present to decorate various events in Makassar, but slowly cosplay communities began to appear one by one following in the footsteps of *Comasu*, the first community in Makassar. The founders of *Matoku* and Inc Case were originally in the same cosplay community, *Comasu*. They decided to leave *Comasu* and form a new community because they saw the business opportunities that could be achieved from cosplay, not only the benefits they get but also the power that will present itself when there is profit.

Comasu does not specify the genre for the character to be cosplayed. *Aeropala* uses the same concept as *Comasu*. Inc Case which uses the concept of robots from America. *Matoku* comes with the concept of a hero who defends the truth. *Matoku* uses a different concept compared to other communities. With this difference, they are aware of the business opportunities that will be present when they have differences. The different genres of these four indirectly divide the audience or consumers into each genre. When there is a division of genres in the cosplay community, it means that these four communities are aware of the power of each genre. For example, Matoku has power over cosplay, anime, *manga,* action figures, and accessories related to *Tokusatsu*. Inc case is also aware of the division of the area, they chose the western genre as their area of power. As a result, cosplay anime, *manga,* action figures, and accessories about Western robots are their domain.

The biggest advantage they get is the offer of cooperation from companies (job events) that want to work with cosplayers. In addition, the benefits they get through job events but they can get profits through the sale of cosplay props. Cosplay accessories, posters, action figures, and movies. As is the case in *Aeropala* which also benefits by accepting the manufacture of props, accessories, and selling posters. Likewise, *Comasu* earns profits in the same way as *Aeropala*. *Matoku* and Inc Case earn additional profits through making cosplay costumes, props, and accessories. These four communities originally got their costumes by buying them from online stores.

Nowadays, the cosplay community can make costumes and they turn their skills into a business opportunity. These cosplayers are also pursuing profit, the author argues because cosplayers take part in cosplay competitions because they are tempted by the competition prizes offered. The author sees that the main purpose of participating in cosplay competitions is because of the prizes, for matters of hobby and popularity they are put aside.

Members of the cosplay community are aware of the profit opportunities that come with being a cosplayer. The community becomes a place to express their hobby by gathering with people who share the same passion for cosplay. The cosplayers carry out their hobby in cosplay while also running a business to gain profit and fame in the world of cosplayers in Makassar City.

CONCLUSION

In this research, the author interviewed 4 cosplay communities in Makassar City namely *Comasu, Matoku*, Inc Case, and *Aeropala* by using oral sources or direct interviews with

someone who is in the cosplay community. The founders of two of these four communities (*Matoku &* Inc Case) came from the same community, *Comasu.*

Members of the cosplay community are aware of the profit opportunities that come with being a cosplayer. The community is a place to express their hobby by gathering with people who share the same passion for cosplay. The cosplayers carry out their hobby in cosplay while running a business to gain profit and fame in the world of cosplayers in Makassar City.

With genre differences with other communities, they are aware of the business opportunities that will be present when they have differences. The different genres of these four indirectly divide the audience or consumers into each genre.

These four communities (*Comasu, Matoku,* Inc Case*,* and *Aeropala*) are aware that with this genre division, they have defined an area or fenced off their business land. Because they have different genres, they have different selling points and appeal to companies.

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