

## Social Changes in Japanese Society as Portrayed in Masashi Kishimoto's Comic *Naruto*

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### Abstract

*This article studies the factors and impacts of social changes in Masashi Kishimoto's comic Naruto in volumes 50 to 72. Naruto comics describe the lives of ninjas in Konoha and other villages. This study uses a qualitative method with descriptive analysis. In this study, it is formulated about: 1) the causes of the shinobi world war and 2) the impact of the fourth shinobi world war in Naruto comics. In this study, Abdulsyani and Basrowi's sociological theory of change is used, and Martono's positive impact theory and Sumartono's negative impact theory. From the formulation of the problem, it can be concluded: 1) the factors that cause social changes in the Naruto comics are factors from within the community and factors from outside the community. The most significant factor is the influence of other people's cultures; 2) The positive impacts of social change include the development of technology which is marked by Naruto using a laptop while serving as Hokage, increasing social integration which is marked by mutual trust after hearing Gaara's words, health technology with the use of a wheelchair by Gai, social mobility marked by peace society of the Shinobi Alliance, and the development of a mindset when people prefer to use communication tools to convey information rather than through animals. The negative impacts of social changes contained in Naruto comics include upheaval and rebellion; protests and demonstrations; crime; and juvenile delinquency. The negative impacts that cannot be found are corruption, collusion and nepotism.*

**Keywords:** Social Change Effects, Comic, Sociology of Change

### A. Introduction

Literary works are creations that are conveyed communicatively about the author's intention for aesthetic purposes. Literary works include poetry, drama and prose, examples of literary works that are currently in demand by young people, both male and female, are novels, comics and animation. Every comic and other literary works have their

own type or genre. For example, in comics there are genres of comedy, mystery, daily life, horror, romance, and so on.

*Naruto* comics tell about everyday life in Japanese society. The life of Japanese people as ninja in *Naruto* comics is not easy, because the relationship between villages is very bad and resulted in frequent wars between individuals and groups from

Konoha village with other villages. The social conditions of the villages depicted in the *Naruto* comics depict Japan during the Edo period, when Japan closed itself off from other countries.

There are some previous studies dealing with *Naruto* comics, such as:

1. Journal of Basic Education and Learning written by Saputra from Sunan Kalijaga State Islamic University with the title Educational Values in the Comic "Naruto" and Its Relevance to Islamic Education (Material Study) in 2014. The results of this study are education in *Naruto* comics based on the experiences of students in order to develop the potential of students to face their roles in the future. Relevance of existing educational concepts that can be found in *Naruto* with the concept of Islamic education is that both uphold human values

2. Jurnal Lingua: Jurnal Ilmiah Vo. 15 NO. 02 year 2019 of Foreign Language College of LIA in Jakarta with the title of the paper is *Translation Analysis of Verbal Elliptic Sentence in comic Masashi Kishimoto's into Indonesian*

*Language Naruto Karya Masashi Kishimoto* which was done by Yesy Tri Cahyani dan Amalina Iariva Putri Astria. In this study, the data source used is Masashi Kishimoto's *Naruto* comics as the source (TSu) and the *Naruto* comics in Indonesian translation as the target text (TSa). The results of this study from the thirteen sentence data used indicate that there are incomplete sentences that have a broad meaning and there are incomplete sentences that cannot be interpreted literally, without looking at the context.

3. National Seminar: PRASASTI II "Kajian Pragmatics from Interdisciplinary Studies" from Universitas Sebelas Maret which was conducted by Bayu Dewa Murti with the title *Technique Analysis and Translation Accuration on Expressive Speech Act Keakuratan in Comic Naruto Shippuden 500th Edition text entitled Naruto Birth..* The result of this research that there were 10 dialogues that have expressive speech acts two of being shocked, two of protesting, one of anger, one of wondering, one of curiosity, one of being worried, one of upset, and one

of joy.

4. Thesis Research with the *Analysis of the Impact of Ijime on Gaara in Masashi Kishimoto's Naruto Manga* which was researched by Valentina from the Japanese Literature Study Program at the University of Indonesia in 2008. The result of this thesis is that Naruto comics can reflect the form of *ijime* that occurs in Japanese people's lives well. The *Ijime* that Gaara received as a child had a negative impact, resulting in feelings of fear of other people's existence. The feeling of fear that arises makes Gaara's character behave cruelly and think that no one is on his side.

Based on the four previous studies above, the similarities of the four previous studies with this research are both using the Naruto comic data source by Masashi Kishimoto. The difference between the four previous studies and this research lies in the theory used. Previous research used educational values theory, verbal ellipsis sentence translation theory, expressive speech act theory, and *ijime* impact theory. While in this study using the

sociological theory of change and the impact of social change.

This article uses theory of social change as stated by Abdulsyani and Basrowi. Abdulsyani states that social change is a change in the function of culture and human behavior in society from certain circumstances to other circumstances. (2018:163). The relationship between the individual and the community is very close, this relationship can cause change. The factors causing and impact of social change. According to Basrowi (2005:159-162) there are factors of change that come from the community and there are factors of change that come from outside the community. Factors from within the community are divided into three, namely

1. Factor on how Science Develops:

The development of science creates very broad science that produces advanced technology that changes the daily life of both individuals and communities, for example in ancient times humans survived by foraging by hunting, living in caves, and in modern times. human beings use easier ways in

order to be able to survive their lives. New discoveries in the form of technology and ideas that are developed, recognized, recognized, and accepted by the community can lead to social change (Basrowi, 2005:159).

## 2. Factor of Demographic Change:

In general, the population problem that causes social change is the increase in population due to urbanization and vice versa, the decrease in population in abandoned areas (Basrowi, 2005:159).

## 3. Factor of Insurgence and Rebellion

According to Roucek and Warren (in Abdulsyanii 2018:166) conflicts between community members can occur due to rapid changes in society. As an example put forward by Basrowi (2005: 160), social changes caused by political conflicts and rebellions that occurred in Indonesia have been proven such as the occurrence of demonstrations, anxiety, cessation of economic activity, and so on..

In addition to factors from within the community, there are also

factors from outside the community that influence a social change, including the following:

### 1. Influence from Other Society's Culture

Direct interaction between one society and another will cause mutual influence, besides that the influence can be through one-way communication, namely communication between the community and the mass media.

### 2. Wars

Wars that occur between communities with other communities can cause various impacts caused by the existence of rebellions and conflicts, and the negative impacts caused by the wars are more powerful because the war equipment used is more sophisticated (Basrowi, 2005:160-161).

### 3. Causes Derived from the Physical Natural Environment Around Humans

According to Soekanto in Basrowi (2005:162), causes that originate in the physical natural

environment are sometimes caused by the actions of the community itself, for example illegal logging by a group of people without reforestation which can result in natural disasters in the form of floods, landslides, and so on.

While there are factors that cause social change in society, then there are also positive impacts and negative impacts of these social changes. Nanang (2016:26-27) shares several positive effects as: :

1. The advanced Technology
2. Society Integration Increase
3. Health Technology
4. Faster Social Mobility
5. New Mindset Development

## B. Research Methods

This research is a qualitative research and uses a descriptive technique. The research data used are social conditions in the form of dialogues and pictures in the *Naruto* comics which was written by Masashi Kishimoto, especially in volumes 50 (2010) to 72 (2015) published by SHUEISHA Inc., Tokyo and downloaded on the <[\[zip.net/archives/277620.html\]\(https://manga.zip.net/archives/277620.html\)> on July 5, 2020.](https://manga-</a></p></div><div data-bbox=)

## C. Results and Discussion

1. Factor of Social Change Cause of Society in Masasahi Koshimotot's Comic *Naruto*
  - a. Factor inside the Society
    - 1) Factor of Technology Development

Kabuto: この術は忍世界において最大最強の術と言っていいよ!! 二代目火影が考案し大蛇丸様が完成させたこの世に残る最大の遺産!  
(岸本、2011:117)

‘This move can be called the most powerful in the ninja world !! The idea from the second Hokage and perfected by lord Orochimaru The greatest inheritance!

The data above shows that Edotensei's forbidden *jutsu* used to resurrect people who have died was first created by the second Hokage not yet perfect. Then the move was developed again by Orochimaru to the perfect stage. Orochimaru's research on perfecting this move indicates the development of science in society from what was originally only limited to what it is to perfect.

1) Factor of Change of Population Numbers

Hashirama: 戦国時代...忍と国民の平均寿命は30歳前後... その平均を大きく下げていたのは多くの幼い子供達の死だった

(岸本、2013:91-92)

'In war times... the age rate of inhabitants of *shinobi* commoners are usually under 30 years old...

But, the numbers decrease regularly because many children die.

The data above shows that in the past when Hashirama was young, at that time many people of clan A and clan B clashed with each other. For example, in the data above, Hashirama is from the Senju clan who is at odds with the Uchiha clan. This dispute resulted in a decrease in the number of people living between clans and ordinary people. Only adults who have been trained and have special skills that are qualified to fight against the opposing side, but because of the high death rate, minors also have to participate in inter-clan warfare. Even then Hashirama and Madara had to both lose their sister in the war between clans..

2) Factor of Insurgence and Rebellion

Ninja A: 連隊長があんな若そうで大丈夫なのか...?

(岸本、2011:38)

'A young leader like him? Is it appropriate?'

Ninja B: 我愛羅様はその辺の若そうとは違う! 何も知らねくせして勝手な事言うな!

(岸本、2011:38)

'Mr. Gaara is different from other youngsters Don't say a thing you do not know!'

The data above shows the birth of a leader who is still young and many do not know it, causing distrust. At that time Gaara was only about 14 years old or 15 years old when he served as Kazegake (sunagakure village leader) and when the *shinobi* world war occurred, Gaara served as leader of the *Shinobi* Alliance. Meanwhile, the other village leaders are on average 30 years of age and over. The age difference between these leaders is what makes other villagers distrust their abilities.

b. Factor from Outsiders

1) Influence of Other Society Culture

Hanzo: 多くの侍が忍へと  
くらがえし流派も忍へと流  
れた

侍はもはや役目を終え  
和への忠もなく金で融通が  
利き強い忍術を使う忍  
にその役目を取って代わら  
れた

(岸本、2011:126)

'Many samurais turn to  
become *shinobi* and most of  
the academy teach *ninja*  
science.

The role of samurai have  
ended

Loyalty to peace turned to  
glory and the role of the  
samurai was handed over to  
*shinobi* with great *ninjutsu*'

The data above shows when  
Hanzo and Mifune fight. Mifune who  
still holds fast to his stance as a  
samurai and Hanzo who is once a  
samurai then moves as a *ninja*. Hanzo  
argues that the prestige of the samurai  
is inferior to the prestige of the *ninja*  
who has great *ninjutsu* (jutsu). In the  
Naruto comics there is a legend of the  
beginning of the *ninja*.

## 2) War

Obito: 残りの八尾と九尾を  
差し出しオレの計画にもろ

もろ協力しろでなければ戦  
争になる

(岸本、2010:80-81)

The quotation shows the  
perfection and development  
forbidden move *Edotensei* that  
belongs to the second *Hokage* that is  
performed by Orochimaru.

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(岸本、2010:80-81)

‘Let *hachibi* and *kyuubi*  
And join my plan, otherwise  
there will be war’

Obito: いいだろう...第四次  
忍界大戦...ここに宣戦を  
布告する

(岸本、2010:80-81)

‘So, will I declare the fourth  
world war of *Shinobi* from  
here’..

The data above shows when Obito came to the meeting of the five Kage. Obito's goal came to the meeting to ask *hachibi* and *kyuubi* to carry out his plan to make the world without war, but to achieve this goal it was necessary to destroy civilization at this time. Due to the refusal on the part of the Kage, Obito declares the fourth war there.

## 3) The Causal Factors from Material World Around Human Beings



Picture 1. 岸本, 2012:105

The picture above shows when the war takes place, the seven-tailed beasts take out *bijuu* bombs simultaneously to fight the *kyuubi* and *hachibi* who were on the side of the Shinobi Alliance. Luckily at that time the *bijuu* bomb is successfully diverted to the mountains where there are no people at all. As in theory, according to Soekanto in Basrowi that because changes in the physical realm are sometimes caused by human behavior, the war in the Naruto comic story is also caused by several elements (opponents). As a result the mountains around the war area were destroyed.

## D. Conclusion

Based on the results of the analysis, the researcher concludes that the occurrence of social changes in

the *Naruto* comics by Masashi Kishimoto can be triggered by several factors from within the community and from outside the community. Factors from within the community include the development of science which succeeded in perfecting the second Hokage's forbidden moves which would later be used during the *shinobi* world war. The second factor is the change in population, the decrease in population due to disputes between clans in the past has an impact on a decrease in the number of lives and can lead to the extinction of clans, but there is also an increase in the number of residents that can have an impact on social institutions in an area. Third is the factor of conflict and rebellion that will lead to the *shinobi* world war

Factors from outside the community include cultural influences from other communities, namely when the samurai turned to ninja. The cultural influence of other people is considered very significant, because during the *shinobi* world war there were more ninja than samurai. The second is war, the declaration of the fourth *shinobi* world war by Obito

at the meeting of the five *kage*. The third is the causes that come from the physical nature around humans, apart from those related to nature, this factor is also related to planned changes such as the creation of social institutions.

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