

**NEGATIVE REPRESENTATION FOUND IN INSTAGRAMS
COMMENT PRESENTED INDONESIAN FEMALE CELEBGRAMS
IN HALLOWEEN**

THESIS

*Submitted as a Partial Fulfillment for the Requirement to Obtain Strata One (S1)
Degree in English Department*



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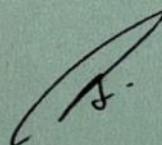
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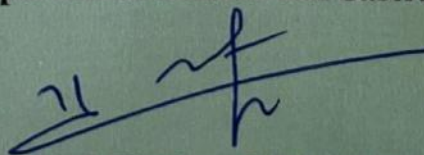


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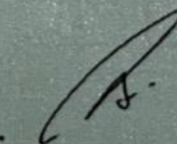
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ABSTRAK

Salsabila, Adisty (2023) Negatif Representasi dalam Komen Instagram pada Selebgram Perempuan pada Perayaan Halloween. Skripsi. Jurusan Bahasa dan Sastra Inggris. Fakultas Bahasa dan Seni. Universitas Negeri Padang.

Tujuan dari penelitian ini adalah untuk menganalisis representasi negatif pada kolom komentar postingan Instagram selebriti wanita Indonesia untuk Halloween 2022. Jenis penelitian ini adalah penelitian deskriptif kualitatif. Data tersebut dikumpulkan dari kolom komentar empat selebgram wanita Indonesia yang mengunggah fotonya pada 31 Oktober 2022 untuk mengikuti tren Halloween. Terdapat 70 data yang dikumpulkan dari 4 postingan. Data dianalisis dengan menggunakan model analisis wacana kritis yang dikemukakan oleh Tuen Van Dijk berupa representasi diri positif dan representasi negatif orang lain. Analisisnya untuk mengetahui topik wacana dan strategi wacana yang disajikan dalam tafsir. Hasil analisis menunjukkan bahwa terdapat 5 topik wacana yang ditemukan, yaitu 1) Halloween bukan bagian dari budaya Indonesia; 2) Halloween adalah momen untuk menampilkan pakaian yang minim, seksi dan terbuka; 3) Halloween tidak cocok untuk umat Islam; 4) Mengikuti tren Halloween adalah contoh buruk; dan 5) Mereka terlihat jelek di postingan Halloween. dan 7 strategi wacana, yaitu problematisasi, menyalahkan korban, metafora, strategi diskriminasi, atribusi negatif, dan mekanisme pelabelan. Penelitian terhadap empat postingan Instagram selebgram wanita yang terjadi setelah perayaan Halloween pada tanggal 31 Oktober 2022, untuk mengetahui konsep penekanan dalam pernyataan bahwa ideologi yang dikembangkan oleh pengguna online saat menampilkan selebriti wanita di Instagram dapat dilihat dengan cara baru. oleh studi CDA saat ini, digunakan untuk membangun presentasi positif diri sendiri dan negatif orang lain dalam representatif untuk mewakili selebriti wanita di Instagram, merupakan salah satu kata kunci yang menjadi fokus peneliti untuk ditemukan dalam penelitian ini. Peneliti berkonsentrasi pada mendeteksi kesamaan istilah yang muncul dan penekanan kata dalam kalimat. Kemudian, gunakan empat teknik Van Dijk untuk analisis makro fundamental—menekankan hal-hal yang menguntungkan “kita”, hal-hal yang negatif tentang “mereka”, dan tidak menekankan hal-hal yang merugikan “mereka”.

Kata kunci : Negatif Representasi, Selebgram Perempuan Indonesia, Halloween

ABSTRACT

Salsabila, Adisty (2023) Negative Representation Found in Comment of Indonesian Female Celebgram in Halloween Celebration. Thesis. Department of English Language and Literature. Faculty of Language and Art. Padang State University.

The aim of this research is to analyze negative representation in the comment section of the Instagram post of Indonesian female celebgram for the 2022 Halloween. The type of this research is a descriptive qualitative research. The data were collected from the commentary section on four Indonesia's female celebgrams who have uploaded picture on October 31, 2022 to join the Halloween trend. There are 70 data collected from 4 posts. The data are analyzed by using critical discourse analysis model purposed by Tuen Van Dijk of positive-self and negative-other representation. The analysis is to find out discourse topics and discourse strategies presented in the commentaries. The result of the analysis identified that there are 5 discourse topics found, i.e., 1) Halloween is not a part of Indonesian culture; 2) Halloween is a moment to show skimpy, sexy, and revealing outfits; 3) Halloween is not suitable for muslims; 4) Joining the Halloween trend is a bad example; and 5) They look ugly in the Halloween posts and 7 discourse strategies, i.e., problematization, victim-blaming, metaphor, discrimination strategy, negative attribution, and labeling mechanism. The research of four female celebgram Instagram postings that occurred after the Halloween celebration on October 31, 2022, to inquire about the concept of emphasis in the statement that the ideology developed by online users while presenting female celebrities on Instagram can be seen in a new way by the current CDA study, were utilized to construct positive-self and negative-others presentations in defending internet users to represent female celebrities on Instagram, constitutes one of the keywords that the researcher focuses on finding in this study. The researcher concentrates on detecting commonly occurring terms and word emphasis in the sentence. Then, utilizing the four Van Dijk techniques for fundamental macro analysis—emphasizing things that are favorable about "us," things that are negative about "them," and de-emphasizing.

Key words: Negative Representation, Indonesian female celebgrams, Halloween

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CHAPTER 1

INTRODUCTION

1.1 Background of the Research

Critical Discourse Analysis (CDA) was a particular approach focusing on discursive components and consequences of power abuse by dominant (elite) groups and institutions (Van Dijk, 1995). This abuse of power can be seen through the use of language in a discourse. Gee and Handfor (2012) in Anggraeni (2022) stated that CDA also contributes to critical social analysis by focusing on discourse and the relationship between speech and other social aspects including power relations, ideologies, institutions and social identities. Therefore, CDA can be defined as a linguistics approach to criticize the social phenomenon which related to social aspects such as power abuse by analyzing the use of language.

Language was the system of human communication (Richards and Plat, 1992). People convey their ideas to others by using language. This delivery can be found in spoken and written forms. In relation to CDA, discourse is more than just the use of language. Discourse connects the language with the social context. In order to comprehend the significance of language, it is needed to do discourse analysis with a critical and wise perspective. As the result, we may have better understanding on how language is utilized to influence public perception and change frequently held perspectives in social interactions.

Representation was one example of perspective in social interaction. Hall (2020) define representation as the ability to describe or imagine. Representation also plays important role in communication and social interaction. Representations

use language to form the meaning. The language uses words to represent something meaningfully or to display it to words, images, sequences, stories, and other forms of representation to convey concepts, feelings, facts, and other things.

Van Dijk (2002) conceptualized “ideological square” which consist of positive and negative representation. In this concept, positive and negative representation can be understood in term of how well the interest and perspective of different groups are represented in the political system. Positive representation refers to the ways in which individuals or groups are portrayed in language that affirm their identities, experiences, and perspectives. On the contrary, negative representation refers to the way in which individuals or groups are portrayed in language that reinforces negative stereotypes, discriminations and bias. Negative representation can contribute to the marginalization and exclusion of certain group. Negative representation can be addressed to anyone through any medias including social media. Celebrities on *Youtube*, *Instagram*, and *Tik-Tok* who create contents for living is represented negatively by other users of the social media according to their contents, numbers of followers and even the way on how they interact with others. This negative representation is seen from negative respond on comment column as the other users can freely express their thought about the contents which are posted by the celebrities.

Social media serves as a platform to increase human social contact by connecting people online and through technology. Users can upload and share contents, such as pictures and videos with other users. Social media has now become a public space that is free to express opinions. The users who use internet

to create a creative content are known as content creators. Each platform names them in different way such as youtuber, celegrams and creators.

Contents on social media can be vary. Each creator tries to provide their social media account with interesting content which makes people feel interested to watch, follow and subscribe their accounts. These actions are beneficial for them since they can help them to make money from advertisements and endorsements. Some of them even make themselves viral in order to be noticed by national and global users. However, some creators do not filter their contents and appear with negative image and make other users feel bad about them. The other users express their feeling though negative comments.

Discourse topics and discourse strategies are found out in this study to get knowledge about the Celebgram viewpoints. Generally, discourse topic is the theme or central idea to answer 'who' and 'what' the discourses are about. Whereas, discourse strategies are the ways used by minorities to utter their perspective about an issue. This study is conducted using Van Dijk's Ideological Square 'Positive-Self and Negative-Others presentation'. Ideological square is chosen as an analytical tool for this study since Van Dijk's theory will help the researcher to find the ideology of the discourse producers by looking at their discourses emphasizing the positive-self presentation and negative other-attitudes. Moreover, it helps to show the meaning of text embedded by the producers in the discourse, likewise in their minds.

This analysis focuses on negative criticism given by followers or other internet users of the photo post against several female celebgrams Rachelvennya, Anya

Geraldine, Ria Ricis, Fujianti Utami. Those negative criticism were taken from several female celebgram accounts who join the trend of Halloween. During halloween celebration on October 31, 2022 some female celebragrams posted themselves wearing unique costumes, putting on make up and throwing parties. Public's thinks that they have shown something negative for many reasons including against the culture and religion.

Several researches about negative representation of celebgrams have been done before and the writer use them as the references. The first study is conducted by Alyatalathaf (2021) entitled *Cybermisogyny: Hate against women and gender rolling Against Women and Gendertrolling Manifestation on Instagram*. The second research is from Syifa and Hidayat (2020) entitled *Netizen comments on president Joko widodo's instagram post: critical discourse analysis*. The third research is from Sri (2021) entitled *Reviewing Hate Speech in Indonesian social media content gender and discourse perspectives*. The fourth research is from Indrawati (2021) entitled *Analysis of Racism and Solidarity in Adidas as Represented in Critical Discourse Tweets*. The fifth research is from Hidayat et (2022) entitled *An investigation into netizen comments on indonesian prominent leaders instagram posts and language learning implication*. All of those studies discuss about the negative representation found on social media.

All of the relevant studies that mention before analyze the language phenomenon from social media including Instagram and twitter. Three of those analysis discuss about the image of famous figure including celebrities and politicians in social media. Meanwhile, there are only two research discuss about

the negative representation and only one of them research about the negative representation celebrities in social media especially, Instagram. The researcher finds that there aren't many researchers that analyse the negative representation of celebrities in social media including twitter and instagram. That is way in this writing the researcher focus on the analysis in the negative representation of celebrities in social media. Instagram is chosen as the source of data because noun it is one of the most use social media.

1.2 Identification of the Research Problem

The identification of the research problem analyzed the language phenomenon from social media, including Instagram and Twitter. Three analysed discuss the image of famous figures in social media, including celebrities and politicians. Meanwhile, only two research discuss negative representation, and only one researches the negative representation of celebrities in social media. The researchers focused on analyzing the negative representation given in netizen comments regarding celebrity photo posts at Halloween celebrations. Instagram was chosen as the data source because celebrities are the most used social media.

1.3 Limitation and Scope of the Research

The object of this study was limited to instagram post from female celebgrams who joined the Halloween celebration in 2022. The researcher limited this research on the negative comments which found on four famous celebgrams, Rachelvennya, Anya Geraldine, Ria Ricis, Fujianti Utami in order to identify discourse topic and discourse strategies.

1.4 Formulation of the Research Problem

1. What are Discourse Topics represented by Instagram users when presenting Female Celebgram in Instagram?
2. What are Discourse Strategies represented by Instagram users when presenting female celebgrams in instagram?

1.5 Purpose of the Research Problem

According to the research, there are some purpose of the research problem in this study :

1. To find out the Discourse Topics represented by Instagram users when presenting Female celebgrams in Instagram
2. To find out the Discourse Strategies represented by instagram users when presenting Female celebgrams in Instagram

1.6 Significance of the Research

The contribution to the development of the theory use of critical discourse analysis (CDA) on celebgram female Indonesian reflected an unfavorable picture of the contribution to the academic study.

The contribution of practical application stated studies of critical discourse analysis through the media have focused on aspects of human existence. This is essential to understand that social media is not only a place to express and entertain ourselves but also a place to apply the knowledge in order to understand the language use phenomenon scientifically. In additions, the finding of this research can generalize the image of certain female Indonesia celebrity on public eyes.

1.7 Definition of the Key Terms

1. Negative Representation: the way in which individuals or groups are portrayed in language that reinforces negative stereotypes, discriminations and bias.
2. Celebgram: famous people on the Instagram
3. Halloween celebration : Halloween is a holiday celebrated each year October 31. The tradition originated with the ancient Celtic festival of Samhain, when people would light bonfires and wear costumes to ward off ghosts.