

## Hegemoni Budaya Seks di Kalangan Pengguna Forum Online (Critical Discourse analysis terhadap Section Adult Corner Forum Online Krucil.net)

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Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20280895&lokasi=lokal>

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### Abstrak

Perkembangan teknologi komunikasi telah memudahkan individu untuk mengekspresikan hal-hal yang dianggap tabu oleh masyarakat timur termasuk bidang seks yang biasanya tidak pernah bisa diungkapkan secara gamblang lewat real life. Salah satunya ialah melalui forum online Krucil.net lewat section Adult Corner di dalamnya.

Penelitian ini bertujuan untuk menggambarkan budaya seks yang sudah menghegemoni budaya para pengguna forum online lewat social media. Penelitian dilakukan dengan menggunakan metode Critical Discourse Analysis model Norman Fairclough, melalui pendekatan kualitatif, strategi virtual ethnography, dan sifat deskriptif. Hasil penelitian menemukan bahwa wacana mengenai seks sudah meluas melampaui ikatan perkawinan dan dikonsumsi serta didistribusikan bersama diruang publik, boleh dikatakan bahwa adanya teknologi social media, seks menjadi hegemoni budaya bagi masyarakat dan sudah menjadi bagian dari kehidupan keseharian mereka.

.....The raise of communication technology has made it easier for individuals to express things that are considered taboo especially by eastern society, including sex which normally can never be expressed explicitly through real life. One of many media serving it is online forum Krucil.net through its section called Adult Corner.

This study aims to describe the sex culture that has been hegemony in online forum users' culture through social media. Research carried out by using the method of Critical Discourse Analysis by Norman Fairclough, through a qualitative approach and virtual ethnography strategy. The study found that public discourse on sex has been expanded beyond the bonds of marriage and consumed and distributed together in public spaces. It may be said that because of the existence of social media technology, sex becomes a cultural hegemony for the community and have become part of their daily lives.