

User-Generated Stereotype analisis representasi budaya masyarakat Indonesia dalam seri YouTube "How to Act Indonesian"

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Abstrak

[ABSTRAK
 Warga negara lain sering mengaitkan orang Indonesia dengan beberapa hal seperti cinta keluarga, toleran, ramah, religius tetapi suka terlambat, lamban, pemalas, kurang disiplin, dan terlalu suka basa-basi (Setyorini, 2014). Kepercayaan tersebut dapat tergolong sebagai stereotip, karena menyusun citra mengenai kelompok tertentu ke dalam kategori yang sederhana untuk merepresentasikan seluruh anggota dari kelompok tersebut (Samovar, Portner, & McDaniel, 2009). Stereotip dipelajari melalui media massa, tetapi kini revolusi digital memungkinkan publik untuk tidak hanya menerima informasi berisi stereotip yang disediakan dan disebarluaskan melalui media massa. Situs-situs web berbasis konten ciptaan pengguna (user-generated content) sebagai media alternatif memungkinkan publik untuk melawan stereotip-stereotip yang ada. Di sisi lain, konten ciptaan pengguna juga dapat berisi konten yang justru melanggengkan stereotip-stereotip lama. Makalah ini bertujuan untuk menganalisis bagaimana konten ciptaan pengguna, yaitu seri video ―How to Act Indonesian‖ di Youtube, merepresentasikan masyarakat Indonesia. Makalah ini juga akan menganalisis apakah seri video ―How to Act Indonesian‖ melawan stereotip, melanggengkan stereotip lama, atau justru membentuk stereotip baru. Hasil analisis menunjukkan bahwa dalam representasi budaya masyarakat Indonesia dalam How to Act Indonesian terdapat stereotip-stereotip sarcastis, ethnocentris, and juga stereotip karakteristik nasional. Stereotip-stereotip tersebut mengabaikan kompleksitas masyarakat Indonesia yang terdiri dari sekelompok individu yang beragam.;Citizens of other countries often refer to Indonesians as family-loving, tolerant, friendly, religious, but also often late, lazy, slow, lack of discipline, and chit-chat too much (Setyorini, 2014). Those beliefs can be categorized as stereotype, because they organize the image of a group into simple categorizations to represent whole of the group (Samovar, Portner, & McDaniel, 2009). Stereotypes are learned through mass media, but at the present digital revolution allows public to not only receive stereotype informations provided and spread by

the mass media (Croteau, Hoynes, & Milan, 2012). User-generated content based websites as alternative media

allows public to counter the already existing stereotypes. On the other hand, user-generated content may also consists of contents that perpetuate the existing stereotypes (Guo & Harlow, 2014).

This paper aims to analyze how a user-generated content, which is "How to Act Indonesian" series on YouTube, represents Indonesians. This paper also aims to analyze whether "How to Act Indonesian" series counter, perpetuate, or even establish new stereotypes. Analysis shows that the cultural representation of Indonesians on "How to Act Indonesian" series contains sarcastic, ethnocentric, and national characteristic stereotypes. Those stereotypes ignore the complexity of Indonesian society which in reality consist a group of

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