

# Konstruksi penghukuman dalam cerita rakyat studi kriminologi budaya terhadap animasi cerita rakyat di youtube = Construction of punishment in cerita rakyat cultural criminology study on animated cerita rakyat on youtube

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## Abstrak

Di era modernitas akhir, Kriminologi budaya menekankan pentingnya peran media dalam mengkonstruksikan secara budaya mengenai makna dan gambar penghukuman yang membangun budaya punitif. Salah satu media populer yang ikut serta melakukan konstruksi ini adalah animasi YouTube bertema cerita rakyat. Versi animasi ini mengangkat cerita-cerita tradisional dan menampilkannya dalam bentuk animasi serta dengan mudah disebarakan lewat media sosial. Penelitian ini akan menganalisa pesan-pesan seputar penghukuman dengan metode ethnographic content analysis.

Hasil analisis menunjukkan bahwa cerita tersebut menyampaikan makna bahwa penghukuman terhadap orang jahat diperlukan sebagai bentuk perlindungan dan pembalasan terhadap kejahatan mereka. Gambar lain seperti ide bahwa kriminalitas merupakan pilihan individu serta kerentanan korban ikut membantu konstruksi bahwa penghukuman merupakan respon yang wajar dan penting terhadap kejahatan. Artinya, cerita ini ikut menjadi referensi bagi masyarakat untuk mempertahankan sikap punitifnya terhadap kejahatan dan penyimpangan.

<hr>As cultural criminology suggested, in this era of late modernity, media plays a huge part in an ongoing cultural construction regarding images and meaning of punishment which supported punitive attitudes. One of more prominent media that takes part in the construction process are the animated cerita rakyat which can be accessed through YouTube. These animation adopt traditional stories, or folklores, in Indonesia and are disseminated through video sharing websites and social medias. Using ethnographic content analysis method, this article attempts to uncover the meaning and images regarding punishment which are shown in the animation of cerita rakyat.

Result shows punishment are constructed as protection which are needed against the evil characters and as a way to give out retribution for their actions. Those images supported punishment as a favorable response to crime and further fostered by its depiction of nature of evil as personal choice and its emphasis on portraying the vulnerability of victims. All in all, these stories are part of cultural reference that society can draw forth for their punitive attitude toward crime and deviance.