

Ekspresi Emosional dalam Cuitan Tanggapan terhadap Seruan Antirasisme di Akun @BTS_UPDATES_GER = Emotional Responses towards Antiracism Affirmation in the @BTS_UPDATES_GER's Twitter Account

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Abstrak

Pandemi Covid-19 yang melanda berbagai negara belahan dunia disepanjang tahun 2020-2021 memunculkan isu-isu yang ramai dibicarakan, salah satunya adalah isu rasisme. Rasisme dapat terjadi di mana saja, seperti di lingkungan sekitar tempat tinggal, sekolah, tempat kerja, dan bahkan media sosial. Media sosial seperti Twitter mempunyai peran penting dalam menyebarkan isu-isu yang sedang trending. Akun @BTS_UPDATES_GER dalam tweet-nya menuliskan seruan untuk penyiar radio Bayern 3 karena saat siaran langsungnya telah melontarkan ujaran kebencian yang mengandung unsur rasis terhadap grup idola BTS. Melalui tweet tersebut muncullah berbagai reaksi dan ungkapan-ungkapan antirasisme terhadap orang Asia. Penelitian ini disusun dengan metode kualitatif dengan pendekatan analisis tekstual dan menggunakan teori analisis wacana kritis menurut Norman Fairclough. Penelitian ini bertujuan untuk menunjukkan ungkapan-ungkapan antirasisme terhadap cuitan tweet akun @BTS_UPDATES_GER. Hasil penelitian ini menunjukkan terdapat lima kelompok ungkapan antirasisme.

.....The Covid-19 pandemic that hit various countries of the world throughout 2020-2021 gave rise to issues that were widely discussed, one of which was the issue of racism. Racism can occur anywhere, such as in the neighborhood, school, workplace, and even social media. Social media, such as Twitter, has an important role in spreading trending issues. The @BTS_UPDATES_GER account, in its tweet wrote a call out to the Bayern 3 radio broadcaster because, during his live broadcast, he had uttered racist hate speech against the idol group BTS. Through these tweets came various reactions and expressions of anti-racism against Asians. This research was compiled using a qualitative method with a textual analysis approach and using critical discourse analysis theory, according to Norman Fairclough. This research aims to show the expressions of antiracism in the tweets of the @BTS_UPDATES_GER account. The results of this research show that there are five groups of antiracism expressions.