

Reproduksi Counter-Discourse pada Acne Fighter: Pengikut Beauty Influencer @ratughania = Counter-Discourse Reproduction among Acne Fighters: Followers of Beauty Influencer @ratughania

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Abstrak

Penelitian ini bertujuan untuk menggali reproduksi counter-discourse di antara acne fighter pengikut beauty influencer Ratu Ghania di Instagram. Berbagai studi terdahulu menunjukkan bahwa influencer berperan dalam mereproduksi diskursus standar kecantikan maupun counter-discourse; yang kemudian direproduksi oleh para pengikut mereka. Namun, studi sebelumnya berfokus pada pengikut beauty influencer yang melakukan counter-discourse tidak membahas lebih lanjut mengenai partisipasi para pengikut dalam mereproduksi counter-discourse melalui representasi diri tertentu di media sosial. Dengan menggunakan pemikiran Foucault mengenai counter-discourse dan representasi diri lewat media sosial dari Rettberg, peneliti berargumen bahwa acne fighter mereproduksi counter-discourse terhadap diskursus standar kecantikan secara diskursif dengan menganggap kulit wajah berjerawat itu cantik serta mendefinisikan kecantikan melalui kecantikan dari dalam (inner beauty) sebagai bargaining power dalam perlawanan mereka. Kemudian, counter-discourse diwujudkan secara material melalui tindakan representasi diri di media sosial. Hasil penelitian ini menunjukkan bahwa acne fighter mereproduksi counter-discourse melalui representasi diri yang dilakukan di Instagram secara visual, tekstual, dan kuantitatif. Narasi counter-discourse berupa kecantikan wajah berjerawat serta kecantikan dari dalam yang ditemukan dalam penelitian ini merupakan representasi dari diskursus yang dioperasikan oleh industri kecantikan melalui beauty influencer serta kontes kecantikan. Diskursus yang direproduksi acne fighter merupakan negosiasi terhadap diskursus dominan mengenai kecantikan perempuan. Metode pengumpulan data pada penelitian ini adalah wawancara mendalam, observasi non partisipan, serta photo elicitation.

.....This research aims to explain counter-discourse reproduction among acne fighters who follow beauty Influencer Ratu Ghania on Instagram. Previous studies have shown that beauty influencers participate in the reproduction of beauty standards discourse as well as the counter-discourse; which is then being reproduced by their followers. However, previous studies focusing on beauty influencer's followers who reproduced counter-discourse did not discuss further about their participation in self representation in social media. Through Foucault's concept of counter-discourse and Rettberg's model of self representation in social media, the researcher argues that acne fighters reproduce counter-discourse against the discourse of beauty standards discursively by stating acne-prone skin as beautiful and defining beauty through inner beauty as bargaining power in their resistance. Counter-discourse is also manifested materially through acts of self-representation on social media. This research finds that acne fighters reproduce counter-discourse by engaging in self representation on Instagram through visual, textual, and quantitative forms. The counter-discourse narrative, in the form of the beauty of acne and inner beauty found in this study, represents the discourse that is operated by the beauty industry through beauty influencers and beauty pageants. The discourse that is being reproduced by acne fighters could be seen as negotiation of dominant discourse on women's beauty. The research data were obtained through in-depth interview, observation, and photo elicitation.