

# Commodification of Drag as Gender Parody on RuPaul's Drag Race = Komodifikasi Drag sebagai Parodi Gender di Acara RuPaul's Drag Race

Atikah Dhyah Prameisti, author

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## Abstrak

This paper is constructed and designed to develop further understanding about gender through Judith Butler's idea of performativity. Exploring ideas and perspectives about gender on the show called RuPaul's Drag Race in which commodifies the idea of gender parody. The data collection is gathered through secondary data through series of the episodes of RuPaul's Drag Race as a literature review with narrative review approach. While correlating other relevant gender studies journal, book, research and theories such as from Judith Butler's as a literature review methods. Resulting that the commodification of drag on RuPaul Drag Race that gender is performative through the repetitive acts and habitus.

.....Makalah ini dibangun dan dirancang untuk mengembangkan pemahaman lebih tentang gender melalui gagasan performativitas Judith Butler. Menggali perspektif tentang gender di acara bertajuk RuPaul's Drag Race yang mengkomodifikasi ide parodi gender. Pengumpulan data dikumpulkan melalui data sekunder melalui pemurtaran episode dari RuPaul Drag Race sebagai kajian literatur dengan pendekatan ulasan narasi. Sambil mengkorelasikan jurnal studi gender, buku, penelitian relevan lainnya, dan teori seperti dari Judith Butler sebagai metode tinjauan literatur. Disimpulkan bahwa adanya komodifikasi Drag pada acara RuPaul's DRag Race, bahwa gender adalah performative berdasarkan aksi dan habitus.