THE REPRESENTATION OF MICRO-CELEBRITY IN AWKARIN'S INSTAGRAM POSTS

Asminingrum Raudya Fitriyani

2225163197

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LEMBAR PENGESAHAN

Skripsi ini diajukan oleh:

Nama	: ASMININGRUM RAUDYA FITRIYANI
No. Registrasi	: 2225163197
Program Studi	: Sastra Inggris
Jurusan	: Bahasa dan Sastra Inggris
Fakultas	: Bahasa dan Seni
Judul Skripsi	: **THE REPRESENTATION OF MICRO-CELEBRITY IN AWKARIN'S INSTAGRAM POSTS**

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DEWAN PENGUJI

Pembimbing

Nurbaity, M.Hum
NIDK. 8820790019

Ketua Penguji

Ati Sumiati, M.Hum
NIP.197203242006042001

Penguji Materi

Rahayu Purbasari, M.Hum
NIP.196507301998022001

Penguji Metodologi

Atikah Ruslianti, M.Hum
NIP.197709182006042001

Jakarta, 27 Agustus 2020

Dekan Fakultas Bahasa dan Seni

Dr. Liliana Muliastuti, M.Pd
NIP.196805291992032001

LEMBAR PERNYATAAN

Skripsi ini diajukan oleh:

Nama : ASMININGRUM RAUDYA FITRIYANI

No. Registrasi : 2225163197

Program Studi : Sastra Inggris

Jurusan : Bahasa dan Sastra Inggris

Fakultas : Bahasa dan Seni

Judul Skripsi : **THE REPRESENTATION OF MICRO-CELEBRITY IN AWKARIN'S INSTAGRAM POSTS**

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Asminingrum R. F.

NIM. 2225163197

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Jalan Rawamangun Muka Jakarta 13220 Telepon/Faksimili: 021-4894221 Laman: lib.unj.ac.id

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Alamat email	: ningrumasmi03@gmail.com

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ABSTRAK

Asminingrum Raudya F. 2020. *The Representation of Micro-celebrity in Awkarin's Instagram Posts*. Skripsi: Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Skripsi ini berjudul *The Representation of Micro-celebrity in Awkarin's Instagram Posts*. Mikro-selebriti merupakan bagian dari presentasi diri oleh seseorang yang menggunakan media digital untuk mendapatkan popularitas. Tujuan dari penelitian skripsi ini adalah untuk mengetahui bagaimana 10 unggahan foto Instagram merepresentasikan Awkarin sebagai mikro-selebriti. Skripsi ini menggunakan teori Social Semiotic oleh Kress dan van Leeuwen untuk mengetahui makna yang disampaikan melalui gambar dan Systematic Functional Linguistics Transitivity untuk mengetahui makna yang disampaikan melalui keterangan gambar. Data penelitian ini berupa gambar, warna, simbol, segi pandangan dan teks pada postingan Awkarin. Sumber data yang digunakan adalah 10 gambar yang diambil dari akun Instagram Awkarin. Metode yang digunakan untuk menganalisa data adalah metode deskriptif kualitatif. Hasil dari penelitian ini menunjukan bahwa representasi mikro-selebriti oleh Awkarin dilakukan dengan berbagai cara, antara lain: (1) unggahan gambar yang berkaitan dengan aktivitas Awkarin sehari-hari (2) unggahan gambar yang berkaitan dengan *fashion* untuk menarik perhatian kaum muda (3) unggahan gambar yang berkaitan dengan promosi barang khususnya pakaian untuk mendapatkan keuntungan sosial dan ekonomi. Popolaritas yang didapatkan Awkarin di Instargam merepresentasikan dia sebagai mikro-selebriti.

Kata kunci: micro-celebrity, internet celebrity, representation, Instagram, Awkarin

ABSTRACT

Asminingrum Raudya F. 2020. *The Representation of Micro-celebrity in Awkarin's Instagram Posts*. Skripsi: Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

This study entitled The Representation of Micro-celebrity in Awkarin's Instagram Posts. Micro-celebrity is a self-presentation by someone who uses digital media platforms to achieve popularity by posting on the internet. The purpose of this study is to find out how do 10 Instagram posts of Awkarin represent her as micro-celebrity. This study applied the Representation theory by Stuart Hall and the concepts Social Semiotic by Kress and van Leeuwen in order to find out the meaning displayed through images. Systematic Functional Linguistics in order to find out the meaning conveyed through caption of images. The data of this study are the images, colors, symbols, angle, and texts in 10 pictures of Awkarin's Instagram posts. The methodology to analyze the data of this study is a descriptive qualitative method. The findings of this study indicate that the representation of micro-celebrity by Awkarin is carried out in various ways: (1) posted pictures related to daily activities of Awkarin, (2) posted pictures related to fashion to attract young people's attention, (3) posted pictures related to promoting items, especially clothing in order to gain social and economic benefits. The popularity of Awkarin in Instagram represents her as micro-celebrity.

Keywords: micro-celebrity, internet celebrity, representation, Instagram, Awkarin

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