

**SHIPPING ACTIVITIES IN K-POP BOY GROUP FANDOM:
A STUDY ON BTS FANARTS**



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ABSTRAK

Mayra, Marsha. 2020. Aktivitas *Shipping* dalam Fandom Boy Group K-Pop: Sebuah Studi *Fanart* BTS. Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Shipping merupakan salah satu bentuk praktik fans yang cukup umum, khususnya dalam fandom K-Pop. Didukung oleh lingkungan homososial, terlebih diantara grup K-Pop perempuan dan laki-laki, *slash shipping* sudah menjadi media homoerotik bagi para fans, dan juga area problematik remeh (dikarenakan pasangan hetero dianggap sebagai sebuah skandal hubungan asmara), untuk mengeksplorasi dan mengekspresikan imajinasi terhadap member grup idola mereka. Imajinasi fans kemudian divisualisasikan dalam bentuk fanart *slash*, dengan pasangan member sesama jenis. BTS, satu dari grup laki-laki top Korea, telah mendapatkan banyak fans beberapa tahun terakhir. Itu juga menunjukkan tingginya jumlah fanart *slash* BTS yang dipublikasikan di media sosial. Dengan menggunakan Sosial Semiotik dari Kress and Leeuwen, dan teori evaluasi bahasa untuk Attitude dari J. Martin dan P. White, analisis wacana ini bertujuan untuk mendekonstruksi bagaimana fans menampilkan BTS di dalam fanart *slash* mereka. Dengan menggunakan stratified *purposeful sampling*, data (berupa 10 fanart berbentuk komik) diambil dari Instagram dan Twitter. Ditemukan bahwa pengatribusian peran gender *seme/uke* terhadap pasangan *slash* laki-laki di BTS dikonstruksi berdasarkan penampilan fisik dan kepribadiannya. Ketika teks visual merepresentasikan role gender karakter dan keadaan mentalnya, teks tertulis lebih berkontribusi ke alur cerita dan pengilustrasian hubungan antar karakter

Kata kucni: BTS, *slash shipping*, fanarts, homoerotisme

ABSTRACT

Mayra, Marsha. 2020. *Shipping Activities in K-pop Boy Group Fandom: A Study on BTS Fanarts.* Thesis: Jakarta, English Literature Study Program, Faculty of Languages and Arts, Universitas Negeri Jakarta.

Shipping is one of the common fan practices, especially in K-pop fandom. With the support of homosocial environment, especially between girl and boy groups in K-Pop, slash shipping has become the homo-erotic medium for the fans as well as negligibly problematic arena (as hetero-pairing is seen as love affair scandal) to explore and express their imagination towards the members of their idol group. The fans' imagination then visualized in the making of slash fanarts, with the same sex member pairing. BTS, one of the K-pop top boy groups, has gained massive fanbase across the world in recent years. It has the highest number of BTS slash fanarts posted on social media. Deploying Kress and Leeuwen's social semiotic and J. Martin and P. White's language evaluation theory on Attitude, this discourse analysis aims to deconstruct how the fans presented BTS on their slash fanarts. Using stratified purposeful sampling, the data (10 fanarts in the form of comic strips) were taken from Instagram and Twitter. It was found the attribution of *seme/uke* gender role in the male-male BTS slash pairings are constructed based on the physical appearance and personae. While the visual texts represent the character's gender role and mental state, the written texts contribute more to the storylines and illustrate the characters' relationship.

Keyword: BTS, slash shipping, fanarts, homoeroticism

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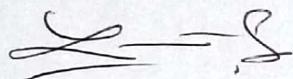
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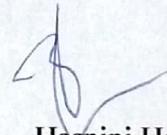
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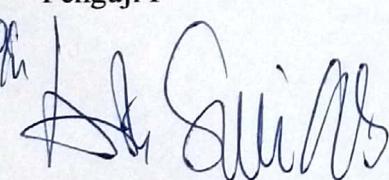
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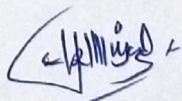
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