CHAPTER I

INTRODUCTION

1.1 Background of the Study

Fanfiction is one of the most popular kinds of literature in the internet. Fanfiction is fiction about characters or settings from an original work of fiction, created by fans of that work rather than by its creator. It is a popular form of fan labor, particularly since the advent of the Internet. Generally, fanfiction is creative writing that uses pre-existing characters and worlds from television, books or other media (Black, 2008).

Fanfiction is not a new community. Academics have been investigating this phenomenon for years, and much of their investigation has come from personal experience. Henry Jenkins (2013), author of Textual Poachers that is a book that studies of fan culture, personally admits to being a fan, and to participating in the community he investigates. Other authors also state that fanfiction as a way to engage students in writing. These authors include Rebecca Black (2005), who presents fanfiction as a method to help English Language Learners (ELLs) become more confident in their English knowledge. According to Black (2005), fanfiction communities can act as a sort of bridge, wherein the expertise that ELLs have regarding their home

makes them an invaluable resource for writers who wish to be accurate in their depictions. This naturally eventually lets them develop a support base, so that when the ELL begins writing their own works they are surrounded by encouragement. Elizabeth Burns and Carlie Webber (2009)state thatfanfictionis the perfect way to encourage young writers. According to Burns and Webber (2009), "fanfiction helps develop reading and writing skills" by engaging the imaginations of young writers and by allowing developing writers to focus on elements of writing other than world building or character development. That is why writing fanfiction has effect on society. It helps new writer to write and develop by receiving feedbacks and comments. The community helps each other to develop their writing skills.

The modern phenomenon of fanfiction as an expression of *fandom* (community of a particular person, team and fictional series) and fan interaction was popularized and defined via the *Star Trekfandom* and their *fanzines* (fan-magazine) published in the 1960s. Then, fanfiction has become more popular and widespread since the invention of the World Wide Web (www); according to Jamison (2013) fanfiction comprises one third of all content about books on the web.In addition to traditional *fanzines* and conventions, mailing lists were established for fanfiction as well as fan discussion. Online and searchable fanfiction archives were also established. The online archives were initially non-commercial.

In 1998, the first not-for-profit site of fanfiction was built, which allowed anyone to upload content in any fandom. The ability to self-publish fanfiction at an easily accessible common archive that did not require insider knowledge to join, and the ability to review the stories directly on the site, became popular quite quickly.One popular example of modern fanfiction is E. L. James' *50 Shades of Grey*. This series was originally written as fanfiction for the *Twilight* series of books and movies and played off the characters of Bella and Edward. In order to not violate on copyright issues, James changed the character names to Anna and Christian for the purposes of her novels.

One popular sites feature a wide variety of fanfictionis archiveofourown.org. Within this site a reader can find fanfiction for many works of contemporary fiction. Created by the OTW (Organization for Transformative Works), the Archive of Our Own (AO3) is an open-source, non-commercial, non-profit archive for fanfiction and other transformative fanwork. AO3 is built and run entirely by volunteers, many without previous coding experience. It was publicly launched on 14 November 2009 and has been growing steadily until now.

Time magazine included Archive of Our Own on its list of "50 Best Websites 2013". *Time* said that AO3 "serves all fandoms equally, from The A-Team to Zachary Quinto and beyond," and also called it "the most carefully curated, sanely organized, easily browse-able and searchable nonprofit

collection of fanfiction on the web". Later, in 2016, AO3 has more than two million works in more than 20,000 fandoms.

Content in a fanfiction can simultaneously reflect and shape socially. The authors of fanfiction can add current issues in the siciety to fanfcition. It makes the relationship between the fanfiction forms each other and influence. Therefore the content in the fanfiction follows the development of the situation in the community. On the other hand, each fanfiction has its own theme, made into a special message from the fanfiction.

One of the most popular genres of fanfiction is 'slash'. It is about a relationship between two individuals. *Slash* fanfiction is originated within the *Star Trek: The Original Series*fanfiction fandom, with "Kirk/Spock" (Star Trek characters) stories (Kustritz: 2003). It's generally authored by female fans of the series. It was appearedfor the first time in the early 1970s.The term arises from the use of the slash symbol (/) in mentions in the late '70s of K/S (meaning stories where Kirk and Spock had a romantic and often sexual relationship) as compared to the ampersand (&) conventionally used for K&S or Kirk and Spock friendship fiction. Then, both of*slash* and *K/S* (for "Kirk/Spock") were used interchangeably. *Slash* later spread to other *fandoms*, first *Starsky and Hutch*, *Blake's 7*, and *The Professionals*,then many others, eventually creating a *fandom* based around the concept of slash. Many early

slash stories were based on a pairing of two close friends, such as Kirk/Spock (Jamison: 2013).

Thus, homosexual relationship in fanfiction can be found easily nowadays. The factor is that currently the image of joining a fandom is trending and popular. It's also because the same sex marriage has been legalized in California. Started in 2010, the "It Gets Better Project" was one of the first social media campaigns to successfully reach out to teenagers. The campaign was prompted by the suicides of Justin Aaberg and Billy Lucas, two teenage boys bullied for being gay. Sexual health columnist Dan Savage and his partner Terry Miller went to YouTube and posted a video where Savage articulated his own struggles, including how he overcame his own experiences with bullying and intolerance. The video spread and other members of the community went to the social media platform to speak about their own experiences and how it "got better" as an adult. Within three years, the project accumulated over 50,000 testimonies, including those from celebrities and politicians and continues to grow to this day. That's why same homosexual is now has become more popular. Media has been portraying how being gay or lesbian is not a choice. Social media such as *facebook*, *twitter* and *youtube*suggest that people can't change their sexual orientation because they want to, and that trying can cause mental anguish. This is why the awareness

has spread to writing fanfiction. Thus, the fandoms have become generally open about writing homosexual fanfictions.

Homosexuality is actually a sexual orientation that is created as a necessary mechanism to define sexual orientations boundaries. As one type of sexual orientation, homosexuality becomes a term meaning "outsider" with the opposite of heterosexual, both of which are considered as one of the binary structures of sexual orientation. This is written by Fuss (1991: 3). He stated that the binary structure of sexual orientation, nonetheless constructs that exclusion by prominently including the contaminated other in its oppositional logic. The homo in relation to the hetero, much like the feminine in relation to the masculine, operates as an indispensable interior exclusion, an outside which is inside the interiority making the articulation of the latter possible, and a transgression of the border which is necessary to constitute the border as such. As 'outsiders' in this sexual binary structure, homosexuality is always considered "lacking" and something negative with heterosexuals that is sexually normal. This causes person with homosexual orientation is considered a person as a "lacking" normal in the eyes of the community.

Mass media may be the only source of information for most homosexuals' information. This caused the mass media has a very large force in shaping the image or representation about homosexuality. The relationship between how the media showsthe image of homosexuals is very influential to

the homosexual representation received by society. This is because representation through language will produce meaning from something. According to Stuart Hall in his book Representation: *Cultural Representation and Signifying Practices*, representation will produce culture, while culture is about the dissemination of meaning, and the spread of that meaning is through language (Hall, 1997: 1-2). It shows that meaning spreads through languages written by mass media. Also because of it, mass media are able to convey and influence society to a representation, including homosexual representation. Thus fanfiction as one example of the mass media is chosen for this research. It can be analyzed to see how it represents homosexuality.

In this study, writer discusses a fanfiction that has a homosexual theme.This study specifically analyzes the representation of gay relationship in fanfiction in AO3. The fanfiction that is chosen was posted in 2015 and reached great amount of readers and have been featured on the site. It is titled *Out of My System* by xxdevilishxx that tells stories about two gay men that met by an accident and fell in love. They face some hardships because a father of one of the man is opposed the relationship and same sex relationship is seen as a deviant behavior in South Korea.

Same-sex marriages and civil unions are not legally recognized in South Korea. Homosexuality is still a taboo in South Korean society. This lack of visibility is also reflected in the low profile maintained by the few gay

clubs in South Korea. There are a few in metropolitan areas but mostly in the foreign sector of Itaewon (especially in the section known as "Homo-hill"). General awareness of homosexuality remained low among the Korean public until recently, with increased awareness and debate coming to the issue, as well as gay-themed entertainment in mass media and recognizable figures and celebrities, such as Hong Seok-cheon a celebrity that has done 'coming out' in public. But gay and lesbian Koreans still face difficulties at home and work, and many prefer not to reveal their identities to their family, friends or co-workers.

The fanfiction has reached 98510 hits on the web and was featured on the web for two months (June-July 2016). The fanfiction was discussed at the AO3 forum for its great story line. The discussion has reached 78836 comments. That's why the researcher chose the fanfiction; because of the great amount of views and comments.

1.2 Research Question

To conduct the research the writer formulated this following research question: how is homosexual represented in fanfiction *Out of My System*?

1.3 Purpose of Study

Based on the previous question, the purpose of the study is to find the representation of homosexual in fanfiction *Out of My System*.

1.4 Scope of the Study

The study focuses on the representation of gay relationship in fanfiction *Out of My System* that is analyzed by using Stuart Hall representation theory.

1.5 Significance of Study

This study is expected to let the readers know how the fanfiction that is selected representsgay relationship. This study can also be used as a reference for related future study about representation of gay relationship.

1.6 Previous Study

Previous studies concerning on gay representation has been done in various ways. The first one is a study conducted by Siska Septiyanti (2009). This study analyzed the representations of gay relationship on'The Most Beautiful Man' Novel by Andrei Aksana. The purpose of this research is toknow how the gay relationship represented on 'The Most Beautiful Man' Novel. The methodology that used on this research is research method qualitative with semiotic analysis that based on Roland Barthes' idea. The result of this research is showing that the representation of gay relationship on 'The Most Beautiful Man Novel is implicitly definedon heterosexual aspect, we can see it on some plots of the novel that tell aboutmasculine and feminine

aspect on characters in the story. It is showed theideology of novelist that the normal relationship is heterosexual relationship.

The second one is conducted by Erich Al Amin (2013). This study determines representation of gay in the 'Brokeback Mountain' film. The theory used is semiotics Roland Barthes' semiotics theory. In the study of semiotics in films, mythical analysis will be analyzed as a semiotic analysis in accordance with the representation elements of films proposed by Roland Barthes, such as actors, costumes, screens, landscapes and gestures. The result of the study is that in relation to the cowboy myth, Jack and Ennis portrayed still uphold the values of heroism in cowboy myths such as fair play, brotherhood, survival, honest, respect, leader, and athleticism. The difference is only in the sexual orientation of those who love the same sex.

The third one is written by Angela Lee (2011). Titled 'Time Travelling with fanfiction writers: Understanding fan culture through repeated online interviews', this study examines fanfiction by doing interview to fanfiction authors. Though repeated online interviews with fanfiction writers from the fandom of The Time Traveler's Wife (2003; movie, 2009), and as a case study, this study explores the nature of online fan involvements, investigates the role of fanfiction writers as symbiotic cultural producers and active audience, examines the impacts of the internet on fan activities and communities, assesses the benefits of using repeated online interviews in fan

studies, and offers new observations that supplement existing findings in fan culture and audience studies.

These previous studies have the similar aspect that two of them discussed about homosexuals representations.The first study used novel as the source of the data, while the second used movie. This makes the writer interested in exploring fanfictions, one of topic that presents homosexuals but is not yet widely discussed among of literature. Also both of the studies use the same theory of Roland Barthes' semiotic. The third one studies fanfcition, but the study is not focused on the representation of representation of homosexuals. This study analyzes the representation of gay relationship by classifying the narrations and dialogues with the sexual identities theory by DeCecco and Shively and interprets them with Stuart Hall's representation theory.