The Dynamic of Netizens' Popularity Perceptions on Kim Seon-Ho's Reputation While and After the Abortion Case

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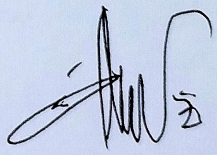

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ABSTRAK

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Penelitian ini bertujuan untuk menganalisis bagaimana dinamika persepsi popularitas netizen menggambarkan reputasi Kim Seon-Ho sehingga bisa mengakibatkan pemboikotan massal dan kebangkitan karir melalui 170 komentar netizen. Komentar-komentar tersebut telah dipilih dengan menggunakan teknik *Stratified Purposeful Sampling*. Ada dua jenis tahapan dalam penelitian ini, yaitu tahapan tekstual dan teks visual dalam bentuk emoji. Tahapan pertama menggunakan teori Sistem Transitivitas oleh M.A.K Halliday untuk menganalisis pengalaman dan pendirian netizen melalui pemilihan gramatikal yang mereka gunakan. Diikuti dengan teori *Appraisal* oleh J.R Martin dan P.R.R White untuk mengevaluasi emosi dan perasaan netizen serta menentukan apakah makna tersirat tersebut diintensifkan atau tidak. Tahapan kedua menggunakan teori semiotika sosial dalam mengeksplor emoji yang diinisiasi oleh Kress dan Van Leeuwen untuk menganalisis keterlibatan emoji yang digunakan netizen dalam pembentukan makna. Hasil penelitian menunjukkan bahwa terjadi dinamika persepsi popularitas netizen terhadap reputasi Kim Seon-Ho ketika skandal berlangsung sehingga ia diboikot oleh masyarakat, mayoritas diimplementasikan melalui penggunaan proses material dan mental bersamaan dengan penilaian dan emosi negatif yang diungkapkan secara *monoglossic* namun tetap diintensifkan agar lebih persuasif dan bisa menggiring opini publik. Berbanding terbalik dengan dinamika persepsi popularitas netizen dalam menggambarkan reputasi Kim Seon-Ho setelah skandal terjadi yang mayoritas didominasi oleh komentar positif sehingga karirnya bisa bangkit kembali. Mayoritas netizen mengimplementasikannya melalui penggunaan proses material dan mental yang diikuti dengan emosi, perasaan, serta apresiasi positif terhadap Kim Seon-Ho. Komentar tersebut dikemas secara monoglossic dan diintensifkan pada bagian kualitas. Selain itu, emoji juga memainkan peran dalam pembentukan makna, terbukti dari banyaknya netizen yang menggunakan emoji dalam bentuk *facial expressions* dengan tujuan untuk mempertegas emosi mereka. Dengan demikian, pemilihan kata dan emoji yang digunakan dalam komentar netizen sangat memengaruhi dinamika penggambaran reputasi Kim Seon-Ho sehingga mampu membatalkan sekaligus membangkitkan karirnya.

Kata Kunci: Reputasi, Kim Seon-Ho, Cancel Culture, Kebangkitan Karir, Sistem Transitivitas, Teori Appraisal, Teori Semiotika Sosial

ABSTRACT

Avtianasari, Melisa. 2023. The Dynamic of Netizens' Popularity Perceptions on Kim Seon-Ho's Reputation While and After the Abortion Case. Thesis: Jakarta, English Literature Study Programme, Faculty of Languages and Arts, State University of Jakarta.

This research aims to analyze how netizens' perceptions portray Kim Seon-Ho's reputation and can lead to cancel culture and career revival through 170 selected netizens' comments. These comments have been chosen using Stratified Purposeful Sampling. This research has two stages, the textual and visual text stages, in the form of emoji. The first stage uses M.A.K Halliday's Transitivity System to analyze the netizens' experiences and stances through their grammatical choices. Continued with Appraisal Theory by J.R Martin dan P.R.R White to evaluate netizens' feelings and emotions as well as determine whether the implied meaning is decreased or increased. The second stage uses Social Semiotics in exploring emoji initiated by Kress and Van Leeuwen to analyze the contribution of emoji in meaning-making. The results of the study show that there is the dynamic of netizens' popularity perceptions on Kim Seon-Ho's reputation while the scandal happens and led to the cancel culture are primarily implemented using material and mental processes along with negative judgements and emotions, which are monoglossic yet still intensified in order to sound more persuasive and can lead public opinion. In contrast to the netizens' popularity perceptions in portraying Kim Seon-Ho's reputation after the scandal happened, which was dominated mainly by positive comments and led to his career revival. Most netizens implemented the use of material and mental processes, followed by positive emotions, feelings, and appreciation toward Kim Seon-Ho. Those comments are in the form of monoglossic and intensified in quality. Furthermore, emoji also plays an important role in meaning-making, proven by the number of netizens who use emoji in the form of facial expression to emphasize their emotions. Therefore, the choice of words and emoji used in netizens' perceptions greatly influenced the dynamic in portraying Kim Seon-Ho's reputation, which can lead to cancel culture and career revival.

Keywords: Reputation, Kim Seon-Ho, Cancel Culture, Career Revival, Transitivity System, Appraisal Theory, Social Semiotics.

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Melisa Avtianasari

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