

**THE PORTRAYAL OF POWER RELATION IN
NETIZENS' REACTIONS REGARDING ENHYPEN
AND ATEEZ CULTURAL APPROPRIATION**



*Mencerdaskan dan
Memantabatkan Bangsa*

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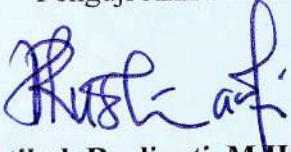
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ABSTRAK

Sahara, Rosdiana. 2023. *The Portrayal of Power Relation in Netizens' Reactions Regarding Enhypen and ATEEZ Cultural Appropriation*. Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Penelitian ini bertujuan untuk menganalisis bagaimana posisi netizen dalam berkomentar dan menanggapi kasus Enhypen dan ATEEZ Cultural Appropriation yang akan menggambarkan relasi kekuasaan. 115 komentar netizen disaring dengan menggunakan Stratified Purposeful Sampling. Penelitian ini dilakukan dalam dua tahapan analisa yaitu, dengan teks tekstual dan teks visual berupa (emoji). Pada analisa tekstual, teori Transitivity dari M.A.K Halliday digunakan untuk menganalisa sikap netizen melalui pilihan tata bahasanya. Diikuti dengan teori Appraisal oleh J.R Martin dan P.R.R White yang digunakan untuk menilai emosi netizen dalam mengekspresikan perasaannya saat berkomentar dan menunjukkan kecenderungan positif atau negative untuk menunjukkan posisinya. Tahap kedua adalah analisa teks visual digunakan teori Semiotika Sosial oleh Guntur Kress dan Theo van Luween untuk menganalisis pembuatan makna dari emoji yang digunakan netizen dalam memberikan komentar dan komentar terkait keterlibatannya Enhypen dan ATEEZ di isu perampasan budaya. Selanjutnya teori Relasi Kuasa dari Michel Foucault untuk menyimpulkan gambaran relasi kuasa yang ditunjukkan netizen dalam berkomentar. Hasil penelitian menunjukkan bahwa sebagian besar komentar netizen terhadap perampasan budaya yang dilakukan oleh Enhypen dan ATEEZ menggunakan proses material dan mental dengan kecenderungan terhadap emosi dan penilaian negatif dalam pemilihan diksi dan penggunaan emoji berdasarkan asumsi pribadi bersifat monoglossik. Dari tekstual dan teks visual terlihat kecenderungan posisi ketidaksukaan netizen dalam menyikapi perampasan budaya oleh ATEEZ dan KQ, sedangkan perampasan budaya oleh Enhypen dan Belift komentar netizen lebih menunjukkan ketidaksukaan terhadap Belift dan dukungan terhadap Enhypen.

Kata Kunci: perampasan budaya, relasi kuasa, Enhypen, Belift Entertainment, ATEEZ, KQ Entertainment

ABSTRACT

Sahara, Rosdiana. 2023. *The Portrayal of Power Relation in Netizens' Reactions Regarding Enhypen and ATEEZ Cultural Appropriation*. Skripsi: Jakarta, English Literature Study Program, Faculty of Language and Arti, State University of Jakarta.

This study aims to analyse the position of netizens in commenting and responding to the Enhypen and ATEEZ Cultural Appropriation cases which portrayed power relations. Using Stratified Purposeful Sampling, 115 user comments were filtered. This study was conducted in two stages of analysis: textual text and visual text (emoji). In textual analysis, Transitivity theory by M.A.K Halliday was used to analyse netizens attitudes through their grammatical choice. Follow by Appraisal theory by J.R. Martin and P.R.R. White which was used to evaluate netizens emotions in offering positive or negative tendency to convey their position. The second stage is visual text analysis which employed Social Semiotics theory by Guntur Kress and Theo van Luween to analyse the meaning-making from the emoticon used by netizens through commenting on Enhypen and ATEEZ's cultural appropriation issue. Afterwards is Power Relation theory by Michel Foucault to conclude the portrayal of power relation portrayed by netizens' comments. The study result points out the majority of netizens' comments on cultural appropriation by Enhypen and ATEEZ use material and mental processes with a lean towards negative emotions in selecting diction as well as employing emoji and consist of monoglossic. Both of textual and visual texts shown the majority of netizens positions are against towards cultural appropriation by ATEEZ and KQ, in contrast to the netizens comments are opposed to Belift and encourage Enhypen.

Kata Kunci: cultural appropriation, power relation, Enhypen, Belift Entertainment, ATEEZ, KQ Entertainment

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