

**GENDER DISCRIMINATION IN K-POP FANDOM'S REACTIONS ON QUORA
TOWARDS MALE AND FEMALE IDOLS' BULLYING SCANDALS**



*Mencerdaskan dan
Memartabatkan Bangsa*

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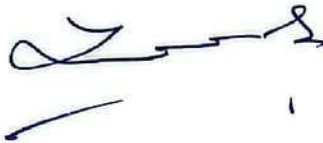
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ABSTRAK

Frida Anggi Pratasya. 2023. *Gender Discrimination in K-Pop Fandom's Reactions towards Male and Female Idols' Bullying Scandals*. Skripsi: Jakarta, Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Penelitian ini bertujuan untuk menganalisis perbedaan reaksi fandom K-Pop di Quora dan efeknya terhadap kasus intimidasi idola K-Pop pria dan wanita yakni Taeyong NCT, Hyunjin Stray Kids, Soojin eks (G)I-DLE, dan Garam eks Le Sserafim. Teori Transitivity M.A.K. Halliday dan teori Appraisal milik J.R. Martin dan P.R.R. White digunakan untuk mengidentifikasi proses dan emosi dalam komentar fandom K-Pop di forum Quora. Teori Gender dari Raewyn Connell juga digunakan untuk menemukan perilaku diskriminasi gender yang ditunjukkan oleh fandom K-Pop terhadap kasus intimidasi keempat idola K-Pop tersebut. Hasil penelitian menunjukkan bahwa diskriminasi gender oleh fandom K-Pop terhadap kasus intimidasi keempat idola tersebut kebanyakan diimplementasikan menggunakan proses material dan relasional bersamaan dengan penilaian positif yang diungkapkan secara monoglossik untuk mendeskripsikan kepribadian idola dan perasaan negatif yang ditujukan pada terduga korban intimidasi idola pria. Namun, reaksi untuk idola wanita kebanyakan diimplementasikan menggunakan penilaian negatif yang diungkapkan secara monoglossik untuk menilai kepribadian dan perilaku idola itu sendiri sebagaimana yang telah dideskripsikan oleh terduga korban intimidasi. Ditemukan juga bahwa reaksi bias fandom K-Pop memengaruhi idola pria dan perempuan secara berbeda. Untuk idola pria, Taeyong dan Hyunjin masih aktif dalam grupnya masing-masing, sedangkan untuk idola perempuan yakni Soojin dan Garam terpaksa harus keluar dari grup mereka. Dengan demikian, bisa disimpulkan bahwa fandom K-Pop menunjukkan reaksi diskriminasi gender yang memiliki pengaruh berbeda terhadap kasus intimidasi idola pria dan perempuan.

Kata Kunci: Diskriminasi Gender, Idola K-Pop, Taeyong NCT, Hyunjin Stray Kids, Soojin eks (G)I-DLE, Garam eks Le Sserafim, fandom K-Pop, Sistem Transitivity, Teori Appraisal, Teori Gender

ABSTRACT

Frida Anggi Pratasya. 2023. *Gender Discrimination in K-Pop Fandom's Reactions towards Male and Female Idols' Bullying Scandals*. Skripsi: Jakarta, English Literature Study Program, Faculty of Languages and Arts, State University of Jakarta.

This research aims to analyze different reactions of K-Pop fandom in Quora and the effect of it towards male and female K-Pop idols' bullying scandals which are Taeyong of NCT, Hyunjin of Stray Kids, Soojin ex member of (G)I-DLE, and Garam ex member of Le Sserafim. Transitivity System by M.A.K. Halliday and Appraisal Theory by J.R. Martin and P.R.R. White are deployed to identify process and emotions consisted in K-Pop fandom comments on Quora forums. Gender Theory by Raewyn Connell is also used to find out gender discrimination behaviour shown by K-Pop fandom in their reactions towards the four idols' bullying scandals. The result suggests that gender discrimination by K-Pop fandom towards the four idols' bullying scandals mostly implemented by employing material and relational processes alongside positive judgement to describe the idols' personality and negative affect directed to the alleged victim both within monoglossic utterances for male idols. However, the reactions for female idols mostly implemented by employing negative judgement within monoglossic utterances to judge the idols' personality and behaviour as how it is described by the alleged victims. It is also found that the biased reactions of K-Pop fandom affected male and female idols' differently. As male idols, Taeyong and Hyunjin are still active within their groups while Soojin and Garam, as female idols, were forced to leave their groups. In this sense, it can be said that K-Pop fandom shows gender discrimination reactions which have different effect towards male and female idols' bullying scandals.

Keywords: Gender Discrimination, K-Pop Idols, Taeyong of NCT, Hyunjin of Stray Kids, Soojin ex (G)I-DLE, Garam ex Le Sserafim, K-Pop Fandom, Transitivity System, Appraisal Theory, Gender Theory

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