

**STUDI NETNOGRAFI TERHADAP KOMENTAR HOMOFOBIA DI
INSTAGRAM @GITASAV DALAM KONTEN *INTERNATIONAL
WOMEN'S DAY 2023***

PUTRA PRATAMA NABASA

ABSTRAK

Penelitian ini bertujuan untuk mengetahui studi netnografi terhadap komentar homofobia di Instagram @gitasav dalam konten International Women's Day 2023 dengan menggunakan teori *computer mediated communication* (cmc), teori sudut pandang feminis (*feminist standpoint theory*) dan teori resepsi.

Metode yang digunakan adalah penelitian kualitatif deskriptif dengan metode netnografi yang menggunakan sumber data primer dan data sekunder. Teknik pengambilan sampel dilakukan dengan menggunakan observasi, analisis dokumen, dan studi Pustaka. Peneliti menggunakan enam tahapan analisis data menurut Kozinets, yaitu *coding, noting, abstracting and comparing, checking and refinement, generalizing, dan theorizing*.

Hasil akhir dari peneliti ini menunjukkan bahwa sebanyak sebesar 44% merupakan komentar positif yang disusul dengan komentar netral sebesar 35% komentar. Lalu komentar negatif sebesar 20%. Komentar positif negatif sebesar 1% dan komentar negatif positif sebesar 0,19%. Setelah diklasifikasikan dengan Teori Resepsi oleh Stuart Hall, terpilih 236 komentar berada dalam posisi Hegemoni Dominan, 107 komentar yang termasuk posisi Oposisi dan 8 komentar yang ada pada posisi Negosiasi. Terdapat kecenderungan adanya penerimaan warganet terhadap konten Gitasav dalam unggahannya merayakan *International Women's Day 2023* walaupun disaat yang bersamaan, komentar negatif seperti hinaan, sindirian, bahasa kotor, kekecewaan, serta homofobia kepada Gitasav maupun komunitas LGBTQ+ juga masih turut memenuhi kolom komentar dengan menarik sudut pandang bahwa

Gitasav tidak lagi dipandang sebagai perempuan muslimah yang sejak dulu melekat pada dirinya.

Kata kunci : Netnografi, *International Women's Day*, Analisis Sentimen, Resepsi, Feminisme, Homofobia

**NETNOGRAPHIC STUDY OF HOMOFOBIA COMMENTS ON
INSTAGRAM @GITASAV IN INTERNATIONAL WOMEN'S DAY 2023
CONTENT**

PUTRA PRATAMA NABASA

ABSTRACT

This research aims to determine a netnographic study of homophobic comments on Instagram @gitasav on the content of International Women's Day 2023 using computer mediated communications (CMC) theory, feminist standpoint theory, reception theory.

The method used is descriptive qualitative research with netnographic methods using primary and secondary data sources. The sampling technique was carried out by observation, document analysis and literature study. Researchers used six stages of data analysis according to Kozinets, namely coding, recording, abstraction and comparison, checking and refinement, generalization, and theory.

The final results from this researcher showed that 44% of the comments were positive, followed by 35% of neutral comments. Then negative comments amounted to 20%. Positive negative comments were 1% and negative positive comments were 0.19%. After being classified with the Reception Theory by Stuart Hall, 236 comments were selected to be in the Dominant Hegemony position, 107 comments were in the Opposition position and 8 comments were in the Negotiation position. There is a tendency for netizens to accept Gitasav's content in their uploads celebrating International Women's Day 2023, although at the same time, negative comments such as insults, sarcasm, foul language, disappointment, and homophobia towards Gitasav and the LGBTQ+ community also still fill the comments column, drawing the point of view that Gitasav is no longer seen as the Muslim woman she has always been attached to.

Keywords: *Netnography, International Women's Day, Sentiment Analysis, Reception, Feminism, Homophobia*