

MOTIVASI DAN PEMAKNAAN *SHIPPING BxB (BOY X BOY)* DI TENGAH BUDAYA HETERONORMATIF: STUDI FENOMENOLOGI *FUJOSHI* INDONESIA

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ABSTRAK

Praktik *shipping BxB (Boy x Boy)* oleh perempuan heteroseksual (*fujoshi*) di Indonesia merupakan bentuk keterlibatan penggemar yang berlangsung di tengah budaya heteronormatif. Fenomena ini menarik dikaji untuk memahami bagaimana *fujoshi* memaknai motivasi keterlibatan dan mengonstruksikan makna terhadap praktik tersebut. Penelitian ini bertujuan untuk menelaah bentuk-bentuk motivasi yang mendasari keterlibatan *fujoshi* Indonesia dalam praktik *shipping BxB (Boy x Boy)* serta mengkaji bagaimana mereka mengonstruksikan makna atas praktik tersebut di tengah budaya heteronormatif. Penelitian ini menggunakan metode kualitatif dengan paradigma konstruktivisme melalui pendekatan fenomenologi Alfred Schutz. Informan dipilih menggunakan teknik *purposive sampling*, yaitu delapan perempuan heteroseksual berusia 18-34 tahun yang telah menggemari konten *Boys Love (BL)* selama minimal satu tahun dan aktif melakukan *shipping BxB*. Data dikumpulkan melalui wawancara mendalam semi-terstruktur dengan teknik *probing*, dianalisis menggunakan model analisis fenomenologis adaptasi Colaizzi (1978), serta diuji keabsahannya melalui triangulasi sumber dan *member check*. Hasil penelitian menunjukkan bahwa motivasi *fujoshi* meliputi pencarian hiburan dan kenyamanan emosional, ketertarikan terhadap romantisme yang dianggap menarik atau ideal, kebebasan memilih dan memaknai pasangan, keterhubungan dengan sesama penggemar, serta ekspresi imajinatif dan kreatif pada sebagian informan. Keterlibatan tersebut dilatarbelakangi oleh pengalaman dalam fandom K-pop, paparan media sosial, pengaruh pertemanan, konsumsi media lain, dan kejenuhan terhadap narasi percintaan heteroseksual. Motivasi intrinsik tampak melalui kepuasan personal terhadap aktivitas *shipping*, sedangkan unsur ekstrinsik muncul pada sebagian informan melalui respons, perhatian, atau pengakuan dari lingkungan fandom. Keterhubungan sosial juga dipahami sebagai pemenuhan kebutuhan *relatedness*. Praktik tersebut dimaknai sebagai ruang fantasi *fandom* yang dinegosiasikan melalui pengaturan audiens, keterbukaan selektif, intensitas keterlibatan, batas konten, serta pembedaan interpretasi *fandom* dari fakta dalam kehidupan sosial yang heteronormatif.

Kata kunci: *fujoshi*, *shipping BxB*, motivasi, pemaknaan, heteronormativitas, fenomenologi

**MOTIVATIONS AND MEANING CONSTRUCTION OF BXB (BOY X BOY)
SHIPPING WITHIN HETERONORMATIVE CULTURE: A
PHENOMENOLOGICAL STUDY OF INDONESIAN FUJOSHI**

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ABSTRACT

The practice of shipping BxB (Boy x Boy) among heterosexual women (fujoshi) in Indonesia represents a form of fan engagement that occurs within a heteronormative cultural context. This phenomenon is important to examine in order to understand how fujoshi perceive their motivations for involvement and construct meanings toward this practice. This study aims to examine the forms of motivation underlying Indonesian fujoshi's involvement in shipping BxB (Boy x Boy) and to explore how they construct meaning around this practice within a heteronormative culture. This study employed a qualitative method within a constructivist paradigm using Alfred Schutz's phenomenological approach. Informants were selected through purposive sampling, consisting of eight heterosexual women aged 18–34 who had engaged with Boys Love (BL) content for at least one year and were actively involved in BxB shipping practices. Data were collected through semi-structured in-depth interviews using probing techniques, analyzed using an adapted phenomenological analysis model based on Colaizzi (1978), and validated through source triangulation and member checking. The findings show that fujoshi's motivations include the pursuit of entertainment and emotional comfort, an attraction to forms of romance perceived as appealing or ideal, the freedom to choose and interpret preferred pairings, connectedness with fellow fans, as well as imaginative and creative expression among some informants. Such involvement is shaped by prior experiences in K-pop fandom, exposure to social media, peer influence, the consumption of other media, and boredom with heterosexual romance narratives. Intrinsic motivation is reflected in the personal satisfaction gained from shipping activities, while extrinsic elements appear among some informants through responses, attention, or recognition from the fandom environment. Social connectedness is also understood as the fulfillment of the need for relatedness. The meaning of BxB shipping is constructed as an imaginative, affective, and intersubjective space. This practice is ultimately understood as a negotiated fandom fantasy space, managed through audience selection, selective openness, the regulation of involvement intensity, content boundaries, and the differentiation between fandom interpretations and factual reality within a heteronormative social life.

Keyword: *fujoshi, shipping BxB, motivation, meaning construction, heteronormativity, phenomenology*