ABSTRAK

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Study Program   **: Magister Ilmu Komunikasi**

Title   **:**

REPRESENTASI IDENTITAS WANITA *PLUS SIZE* DI *INSTAGRAM*

(xv + 123 halaman: 17 tabel; 2 gambar; 1 lampiran)

Fenomena kehadiran *influencer* wanita *plus size* di media sosial telah menjadi isu yang melahirkan perbincangan pembaharuan terhadap pemaknaan *sterotipe* wanita bertubuh *plus size* di ruang publik maupun ruang virtual. Penelitian ini bertujuan untuk mengurai dan mengeksplorasi representasi identitas wanita gemuk di *Instagram*. Penelitian ini mengadopsi dua teori yaitu teori representasi Hall dan teori semiotika Charles S. Pierce yang digunakan untuk menganalisis konsep representasi identitas wanita *plus size* di *Instagram* sebagai ruang virtual. Studi ini mengangkat objek penelitian akun *Instagram influencer* wanita *plus size* yaitu Uchita Pohan, Neysa Soediro dan Gita Butar Butar.

Dengan menggunakan pendekatan paradigma konstruktivisme, hasil analisa dalam penelitian ini menunjukkan bahwa konsep representasi identitas wanita *plus size* di *Instagram* mengalami pergeseran bentuk representasi yang cenderung positif dimana representasis sensualitas direfleksikan melalui adaptasi gaya berpakaian, gaya hidup berolahraga yang beragam dan adaptif, dan representasi aksesoris serta gaya makeup sebagai bentuk standar baru kecantikan visual seorang wanita *plus size*. Sedangkan hasil lainnya dalam penelitian ini menunjukkan bahwa konstruksi self-esteem wanita *plus size* berioerintasi pada kerja keras dan prestasi, serta sumber kecantikan diri didominasi dan bersumber dari *inner-beauty*.

Keywords: Wanita Plus size, Instagram, Representasi, Identitas

Referensi: 69 (1990-2021)

ABSTRACT

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REPRESENTATION OF WOMEN WITH *PLUS SIZE* IDENTITY IN *INSTAGRAM*

(xv + 123 pages: 2 pictures; 17 tables; 1 attachments)

The phenomenon of the presence of plus-size female *influencer*s on social media has become an issue of resistance to the discourse on the dominance of plus-size female stereotypes in public and virtual spaces. This study aims to unravel and explore the representation of the identity of obese women on *Instagram* social media in the perspective of symbolic interaction. This study adopts two theories, namely representation theory by Hall and the theory of semiotics of Charles S. Pierce which is used to analyze the concept of representation of the identity of *plus size* women in the social media *Instagram* as virtual space. This study raises the object of research on *plus size* female *influencer Instagram* accounts, namely Uchita Pohan, Neysa Soediro and Gita Butar Butar.

By using a constructivism paradigm approach, the results of the analysis in this study indicate that the concept of representation of the identity of *plus size* women on *Instagram* social media has shifted the form of representation that tends to be positive where the representation of sensuality is reflected through adaptation of dress styles, diverse and adaptive sports lifestyles, and representation of accessories, and the style of makeup as a new standard form of visual beauty of a *plus size* woman. While other results in this study indicate that the construction of self-esteem for *plus size* women is oriented towards hard work and achievement, and the source of self-beauty is dominated and sourced from inner-beauty.

Keywords: *Plus size woman, Instagram, Representation, Identity*

Reference: 69 (1990-2021)