

# Konstruksi dan pemaknaan keindonesiaan dalam lima tagar kampanye wonderful Indonesia dan pesona Indonesia di instagram = The constructing and signifying indonesianess in five wonderful Indonesia and pesona Indonesia campaign hashtags in instagram / Ellen Saputri Kusuma

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## Abstrak

[<b>ABSTRAK</b><br>

Tesis ini menyelidiki proses berlangsungnya kontestasi dan negosiasi antar-aktor kampanye pariwisata Wonderful Indonesia dan Pesona Indonesia (WIPI) di media sosial Instagram dalam dinamika konstruksi dan pemaknaan identitas keindonesiaan. Data yang dikumpulkan dikategorisasi menjadi tiga narasi, yaitu ?resmi,? ?pemicu,? dan ?akar rumput?. Ada tiga aktor di Instagram yang diidentifikasi melalui peran dan keterlibatan, serta relasi kuasa di antara mereka, yaitu @indtravel, akun Instagram duta media sosial dan pengguna lima tagar. Untuk melihat dinamika konstruksi dan pemaknaan identitas keindonesiaan lebih lanjut digunakan konsep dan teori identitas nasional, country branding, aparatus ideologis negara dan interpelasi, Instagram sebagai media sosial, budaya partisipatoris dan heteroglosia dalam media sosial, serta cultural intermediaries. Penelitian ini menemukan bahwa WIPI sebagai perwujudan country branding merefleksikan upaya Kementerian Pariwisata untuk mengkonstruksi dan menarasikan keindonesiaan sebagai identitas kompetitif. Pada level akar rumput, duta media sosial mengkontestasi Narasi Resmi tersebut dengan menyorot identitas-identitas keindonesiaan lain yang berada di periferi. Namun, kontestasi tersebut berubah menjadi negosiasi ketika Kementerian Pariwisata memprioritaskan penggunaan media sosial dalam kampanye WIPI. Hal ini mengubah peran duta media sosial dari perantara budaya yang memproduksi narasi akar rumput menjadi aktor yang memproduksi narasi pemicu. Tesis ini menemukan para aktor memanfaatkan karakteristik dan fitur Instagram untuk memproduksi teks heteroglosik, baik sengaja maupun tidak, yang mengkontestasi dan menegosiasi satu sama lain. Instagram, yang menitikberatkan postingan visual, juga berkontribusi dalam proses visualisasi imajinasi keindonesiaan. Media sosial, dalam hal ini Instagram, memainkan peranan penting dalam proses konstruksi dan pemaknaan keindonesiaan karena menyediakan ruang bagi para aktor untuk berkolaborasi dalam proyek sinambung yang merumuskan keindonesiaan.

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This thesis investigates the contestation and negotiation in Wonderful Indonesia and Pesona Indonesia tourism campaign (WIPI), which happen between actors in

social media, Instagram, in a way to construct their Indonesianess. The collected data is categorised into 3 narratives: 'official,' 'triggering,' and 'grassroots'. There are 3 actors in Instagram, @indtravel, Instagram accounts of social media ambassadors and of those five hashtags users, which are identified by their roles, engagements and power relations. To look further into the dynamics of constructing and signifying Indonesianess concepts and theories of national identity, country branding, ideological state apparatuses and interpellation, Instagram as social media, participatory culture and heteroglossia in social media, and cultural intermediaries are used. Research findings reveal that WIPI is a form of country branding reflecting Tourism Ministry's efforts to construct and narrate Indonesianess as a competitive identity. At a grassroots level, social media ambassadors contest that narrative by highlighting other identities that lie in the periphery. Later, the contestation turns into negotiation once the Tourism Ministry prioritises the use of social media in their campaign. This changes social media ambassadors' role as cultural intermediaries producing grassroots narrative into ones who produce the triggering narrative. This thesis finds all actors utilize Instagram characteristics and features to produce intended or unintended heteroglossic texts that contest against-, interpellate and negotiate with each other. Instagram, whose strong feature lies in visual posts, also contributes in visualizing the imagination of Indonesianess. Social media, in this case Instagram, plays important roles in the process of constructing and signifying Indonesianess, because it provides space for actors to collaborate in a continuous project of formulating Indonesianess.;

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