

## Hiperrealitas gender dalam praktik bermedia JKT48 di kanal Youtube JKT48 = Gender hyperreality through JKT48's media practice in JKT48 Youtube channel

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### Abstrak

[Penelitian ini bertujuan untuk mengetahui hiperrealitas gender yang digaungkan melalui YouTube terhadap fans perempuan JKT48, secara khusus menilik pada konstruksi industri budaya Jepang terhadap budaya dan gambaran perempuan di Indonesia melalui JKT 48. Melalui penelitian ini akan diperoleh pemahaman hiperrealitas gender yang terbentuk dan menjadikan JKT48 sebagai sebuah system simulacrum bagi para fans perempuannya. Paradigm yang digunakan adalah critical constructionism dan menggunakan pendekatan kualitatif dengan desain deskriptif. Hasil penelitian ini menunjukkan bahwa para fans perempuan JKT48 terjebak dalam ilusi realita perempuan ideal dan menjadikan JKT48 sebagai standard perempuan yang ideal bagi dirinya.

.....This research aims to know the gender hyperreality echoed through YouTube towards female JKT48 fans. By seeing the Japanese culture industry towards cultural value and depiction of Indonesian women through JKT48, this research seeks to understand how gender hyperreality is formed and using JKT48 as simulacrum system to their female fans. The paradigm used in this research is critical constructionism, using qualitative approach with descriptive design. The result of the research shows that female JKT48 fans are ensnared in ideal women illusion and making JKT48 as ideal woman they have to be.;This research aims to know the gender hyperreality echoed through YouTube towards female JKT48 fans. By seeing the Japanese culture industry towards cultural value and depiction of Indonesian women through JKT48, this research seeks to understand how gender hyperreality is formed and using JKT48 as simulacrum system to their female fans. The paradigm used in this research is critical constructionism, using qualitative approach with descriptive design. The result of the research shows that female JKT48 fans are ensnared in ideal women illusion and making JKT48 as ideal woman they have to be., This research aims to know the gender hyperreality echoed through YouTube towards female JKT48 fans. By seeing the Japanese culture industry towards cultural value and depiction of Indonesian women through JKT48, this research seeks to understand how gender hyperreality is formed and using JKT48 as simulacrum system to their female fans. The paradigm used in this research is critical constructionism, using qualitative approach with descriptive design. The result of the research shows that female JKT48 fans are ensnared in ideal women illusion and making JKT48 as ideal woman they have to be.]