

## Pergeseran Maskulinitas Yang Direpresentasikan Oleh Drama Jepang Long Vacation (1996) dan Last Cinderella (2013) = Masculinity Alteration Represented On The Japanese TV Series Long Vacation (1996) And Last Cinderella (2013)

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### Abstrak

Tesis ini merupakan penelitian mengenai pergeseran maskulinitas yang direpresentasikan oleh drama Jepang Long Vacation (1996) dan Last Cinderella (2013). Selama dekade 1990-an sampai dekade 2000-an terjadi peristiwa bubble economy dan bursting bubble economy. Kedua peristiwa tersebut membuat pergeseran maskulinitas dalam masyarakat Jepang, khususnya anak muda. Drama Jepang Long Vacation dan Last Cinderella dipilih karena selain drama merupakan produk budaya populer, drama juga digemari masyarakat, khususnya perempuan. Drama Jepang Long Vacation dan Last Cinderella masing-masing berjumlah 11 episode. Episode-episode yang ada akan dianalisis menggunakan semiotika Barthes dan menggunakan model analisis milik Chafetz tentang area maskulinitas. Melalui analisis data baik verbal maupun nonverbal, dari maskulinitas era 1990-an diketahui terdapat standar maskulinitas 3C, fenomena neesan nyobou, dan fenomena lebih dari teman, kurang dari pacar. Sementara era 2010-an standar maskulinitas berubah menjadi empat rendah dan terdapat fenomena herbivore men.

Kata Kunci : maskulinitas, representasi, drama Jepang

This thesis examines masculinity alteration represented by the Japanese drama Long Vacation (1996) and Last Cinderella (2013). During the 1990s until 2000s there were bubble economy and bursting bubble economy happened in Japan. Both of these events made masculinity alteration in Japanese society, especially young people. The Japanese drama Long Vacation and Last Cinderella were chosen because besides drama is a product of popular culture, drama is also popular, especially among women. The Japanese drama Long Vacation and Last Cinderella each amounted to 11 episodes. The episodes analyzed by using Barthes semiotics and using Chafetz's analysis model of the area of masculinity. Through data analysis both verbal and nonverbal. The results are from the 1990s era, there were standard of 3C masculinity, neesan nyobou phenomenon, and the phenomenon of more than friends, less than boyfriends. While in the 2010s era the standard of masculinity changed to four low and there was also herbivore men phenomenon happened.

Keywords: masculinity, representation, Japanese TV series