

Hiperealitas dalam telepresensi siaran virtual Youtuber = Hyperreality in telepresence of virtual Youtubers

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Abstrak

Dewasa ini, bermunculan sosok penghibur maya yang disebut Virtual Youtuber. Mereka merupakan orang-orang yang menggunakan avatar berbentuk karakter fiktif bergaya Anime ketika melakukan siaran daring di Youtube. Avatar tersebut mereka gunakan sebagai perwakilan diri dalam bertelepresensi di ruang virtual. Dalam telepresensinya, para Virtual Youtuber menyajikan beragam hiburan seperti permainan video, stand up comedy, karaoke, bahkan berbincang langsung dengan pemirsanya. Kendati hanya merupakan karakter animasi di balik layar gawai, para penonton memperlakukan mereka selayaknya manusia. Menggunakan metode analisa kritis dan teori hiperealitas Baudrillard, penulis menemukan bahwa dalam telepresensinya, Virtual Youtuber membawa dua syarat penting dalam fenomena telepresensi. Yaitu simulakra dan simulasi. Keduanya merupakan bentuk replikasi dari objek referal yang eksis di dunia. Sehingga, dapat disimpulkan bahwa telepresensi Virtual Youtuber bersifat hipereal karena referensi inti simulasi dan simulakra mereka diperoleh dari manusia itu sendiri.

.....As of recently, appears a new cast of virtual entertainers that called themselves Virtual Youtubers. These entertainers are essentially people who used avatars shaped and drawn in the style of anime characters that came to the forefront whenever they streamed themselves live over at Youtube. These avatars themselves are used as the representations for the people behind these virtual youtubers, as they were telepresenting themselves in the virtual environment. Included in their act of telepresence, are the various genres of entertainment that they could offer, ranging from playing video games, stand up comedy, singing karaoke, even interacting directly with their audience. Despite being nothing but a two-dimensional characters under the screen of electronic devices, the member of the audience are treating them as if they were just another human being. Through the utilization of critical analysis and Baudrillard's theory of hyperreality, the researcher has found that in its telepresence, Virtual Youtubers had brought over two important conditions in the phenomenon of telepresence, which are simulacrum and simulation. Both are forms of replication of referral objects which exist in the material world. Thus, it can be concluded that the telepresence of virtual youtubers possessed a hyperrealistic characteristic due to the object of reference used by the process of simulation and simulacrum utilized came from human beings themselves.