

American media's response on Korean Boyband Bangtan Seonyeondan : a New Asian masculinity = Tanggapan media Amerika terhadap Boyband Korea Bangtan Soenyeondan : maskulinitas Asia Baru

Celia Nadia Agatha Thomas, author

Deskripsi Lengkap: <https://lib.ui.ac.id/detail?id=20517404&lokasi=lokal>

Abstrak

Popularitas BTS di Amerika membuat nama mereka beresonansi di mata media, walaupun memiliki banyak perbedaan di antara para selebriti pria pada umumnya, terutama perbedaan di representasi maskulinitas. Media telah menganggap maskulinitas Asia kurang maskulin dibanding maskulinitas yang ada di Barat, jadi BTS harus melalui beberapa stereotipe dan komentar berprasangka sebelum benar-benar mendapatkan pengakuan atas representasi maskulinitas yang mereka miliki di media. Dengan tujuan untuk menganalisa bagaimana media Amerika memberi tanggapan terhadap soft masculinity yang diperlihatkan BTS, berdasarkan penampilan dan performa, penelitian ini mengkaji apakah maskulinitas baru yang ditunjukkan diterima oleh media, dan bagaimana ia menyatu dengan maskulinitas barat arus utama. Menggunakan konsep soft masculinity dari Sun Jung untuk mengidentifikasi maskulinitas BTS dan untuk membuat perbandingan dengan maskulinitas barat arus utama, penelitian ini menemukan bahwa ada ambivalensi dalam tanggapan media karena maskulinitas BTS menggabungkan dan melawan maskulinitas barat.

.....The Korean Boyband, BTS' popularity in America has made them resonate in the eye of the media, despite the many differences between the usual male celebrities, especially the difference in masculinity representation. The media had perceived Asian male masculinity as less masculine than western masculinity, so BTS had to go through some stereotyping and prejudice comments before actually getting recognition for their own masculinity representation in the media. With the purpose of analyzing how American media respond to BTS' display of soft masculinity, based on BTS' appearance and performance, this research studies whether the new masculinity showcased is accepted by the media and how it gets incorporated in the mainstream western masculinity. Using Sun Jung's concept of soft masculinity to identify BTS' masculinity and to make a comparison to the mainstream western masculinity, this research found that there is an ambivalence in the media response, since BTS' masculinity simultaneously incorporates and breaks the western masculinities.