

## Representasi Karakterisasi Tokoh Indonesia Susanti dalam Delapan Film Serial Malaysia Upin-Ipin = Characterization Representation Indonesian Character Susanti in The Eight Malaysian Film Series Upin-Ipin

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### Abstrak

Drama serial televisi memiliki penggemar tersendiri dan telah meluas di berbagai negara. Perkembangan drama serial televisi semakin lama semakin meningkat, dan kehadirannya memiliki daya-tarik sendiri. Salah satu drama serial televisi yang menarik adalah drama serial televisi untuk anak-anak yang ditayangkan juga di Indonesia berasal dari Malaysia. Drama televisi ini berhasil memperkenalkan tokoh-tokoh yang beragam suku, agama, dan budaya. Jika kita menonton drama serial televisi "Upin-Ipin" ini, akan terlihat kekentalan dialek bahasa setiap tokoh, yaitu dialek Melayu. Pada tahun 2009, drama serial televisi Malaysia ini memasukkan satu tokoh baru, yaitu seorang anak perempuan bernama Susanti dan berasal dari Indonesia. Dengan metode kualitatif analisis, penelitian ini menganalisis dialog-dialog dari delapan serial "Upin-Ipin" yang diakses melalui kanal Youtube, dan menemukan bahwa tokoh Susanti yang berasal dari Indonesia dalam adegan-adegan tertentu merepresentasikan budaya Indonesia. Beberapa teori mengenai representasi dari Barker, Hartley, Giles dan Middleton, dan Hall beserta teori penokohan menunjukkan bahwa Susanti memiliki kesesuaian dengan anak-anak Indonesia, meskipun ada juga yang tidak sesuai dalam karakter Susanti. Kata kunci: representasi, drama televisi, tokoh, dialog, Indonesia,

.....Drama television series has its own fans and has been widespread in various countries. The development of television drama series is increasing, and its presence has its own charm. One of the interesting television series dramas is a television series for children which is also broadcast in Indonesia from Malaysia. This television drama succeeded in introducing characters from various ethnic groups, religions, and cultures. If we watch the drama television series "Upin-Ipin", it will be seen the thickness of the language dialect of each character, namely the Malay dialect. In 2009, this Malaysian television drama series included a new character, namely a girl named Susanti who came from Indonesia. Using a qualitative analysis method, this study analyzes the dialogues of the eight "Upin-Ipin" series accessed through the Youtube channel, and finds that Susanti's character from Indonesia in certain scenes represents Indonesian culture. Several theories regarding the representation of Barker, Hartley, Giles and Middleton, and Hall along with the theory of characterizations show that Susanti is compatible with Indonesian children, although some are not appropriate in Susanti's character.