

Praktik dan Dinamika Pengekspresian Gangguan Mental di Media Sosial = Practices and Dynamics in the Expression of Aesthetic Content of Mental Illness on Social Media

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Abstrak

Kesadaran masyarakat dan informasi mengenai kesehatan mental telah berkembang pesat. Reaksi yang ditimbulkan setelah merasakan adanya gangguan mental itu sendiri bisa jadi kompleks, salah satunya yaitu menyalurkannya menjadi estetika yang diunggah di internet. Penelitian ini mengulas lebih jauh bagaimana praktik dan dinamika yang terjadi dalam pengekspresian konten estetika gangguan mental di media sosial. Dilakukan analisis mengenai alasan yang melatarbelakangi subjek untuk mengunggah konten estetika gangguan mental di internet, batasan bentuk konten estetika gangguan mental yang diterima oleh warganet, serta dampak dari pengunggahan konten estetika gangguan mental di media sosial sebagai bentuk ekspresi. Penelitian ini menggunakan metode etnografi digital. Observasi dilakukan pada tiga media sosial yaitu Twitter, TikTok, dan Instagram, serta dilakukan wawancara kepada tujuh narasumber yang merupakan penyintas gangguan mental yang pernah melihat konten estetika gangguan mental di media sosial, tiga di antaranya turut mengunggah konten estetika gangguan mental. Dari penelitian ini, ditemukan bahwa alasan informan mengunggah konten estetika gangguan mental di media sosial yaitu untuk ekspresi diri. Praktik pengunggahan yang dilakukan oleh penyintas ini juga menunjukkan adanya agensi, serta tindakan pengunggahan konten dipengaruhi oleh perkembangan internet. Mengenai batasan, terdapat ambivalensi yang terjadi dalam pandangan terhadap penggunaan estetika dalam pengekspresian gangguan mental di media sosial. Pada praktik ini, terdapat dampak positif maupun negatif bagi warganet maupun pengunggah konten.

.....Nowadays, public awareness and information about mental health has grown rapidly. The reaction towards mental illness itself can be complex, one of which is channeling it into an aesthetic that is uploaded on the internet. This research attempts to understand the practices and dynamics that occur in the expression of aesthetic content of mental illness on social media. In this regard, an analysis was carried out on the reasons for uploading aesthetic content of mental illness on the internet, the limitations of the forms of aesthetic content of mental disorders that would be accepted by netizens, and the impact of uploading aesthetic content of mental illness on social media as a form of expression. This research uses digital ethnographic methods. Observations were made on three social media, namely Twitter, TikTok, and Instagram, and interviews were also conducted with seven interviewees who are survivors of mental illness who have seen aesthetic content of mental illness on social media, three of whom also uploaded aesthetic content of mental illness. From this study, it was found that the reason for informants uploading aesthetic content with mental disorders on social media was for self-expression. The practice of uploading aesthetic content also shows the existence of agency among the survivors, and the act of uploading content is influenced by the growth of the internet. Regarding boundaries, there is ambivalence that occurs in the use of aesthetics in expressing mental disorders on social media. In uploading this content, there are positive and negative impacts for netizen and the content uploaders.