

# Konstruksi Heteronormativitas Indonesia pada Fenomena Jasa Pacar Sewaan di Media Sosial = The Construction of Indonesian Heteronormativity in the Phenomenon of Rental Girlfriend/Boyfriend Services on Social Media

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## Abstrak

Media sosial merupakan salah satu medium yang digunakan jasa pacar sewaan untuk menjalankan bisnisnya. Di Indonesia, memiliki pasangan sering kali diarahkan pada hubungan heteronormatif antara laki-laki dan perempuan. Pandangan terhadap pasangan nonheteroseksual di Indonesia masih menjadi sesuatu yang tabu dan kontroversial—terutama dalam konteks pacar sewaan. Penelitian ini melihat bagaimana jasa pacar sewaan melanggengkan maupun menegosiasikan konstruksi heteronormativitas di Indonesia. Dengan menggunakan metode kajian tekstual, penelitian ini menganalisis beberapa akun penyedia jasa pacar sewaan di beberapa media sosial, seperti TikTok, Instagram, dan X. Penelitian ini bertujuan untuk mengeksplorasi bagaimana konstruksi heteronormativitas dilanggengkan, diromantisasi, dan dinegosiasikan oleh jasa pacar sewaan. Hasil penelitian menunjukkan jasa pacar sewaan mengafirmasi atribut-atribut maskulinitas dan feminitas melalui penggambaran talent pacar sewaan di akun media sosial mereka. Hasil analisis lainnya menunjukkan bahwa kehadiran jasa pacar sewaan dapat menjadi ruang negosiasi atas konstruksi heteronormativitas.

.....Social media is one of the mediums used by rental girlfriend/boyfriend services to run their business. In Indonesia, having a partner is often directed at a heteronormative relationship between a man and a woman. The view of nonheterosexual couples in Indonesia is still taboo and controversial—especially in the context of rental girlfriends. This study examines how rental girlfriend services perpetuate and negotiate the construction of heteronormativity in Indonesia. Using a textual study method, this study analyzed several accounts of rental girlfriend service providers on several social media, such as TikTok, Instagram, and X. This study aims to explore how the construction of heteronormativity is perpetuated, romanticized, and negotiated by rental girlfriend services. The results of the study show that rental girlfriend services affirm the attributes of masculinity and femininity through the depiction of rental girlfriend talents on their social media accounts. Other analysis results show that the presence of rental girlfriend services can be a space for negotiation of the construction of heteronormativity.