

## ABSTRAK

Penelitian ini bertujuan menganalisis praktik prosumsi anime *yuri* ke dalam medium lain enam orang fan *yuri* laki-laki Indonesia. Genre *yuri* yang menceritakan lesbianisme sedang mengalami lonjakan jumlah produksi anime serta mendapatkan visibilitas yang lebih baik dalam medium manga. Persoalannya adalah penelitian genre *yuri* sangat terbatas, sementara Indonesia masih kurang menerima homoseksualitas secara umum dan media. Teori yang digunakan dalam penelitian ini meliputi partisipasi Jenkins, partisipasi *yuri otaku* Maser, prosumsi Ritzer & Jurgenson, *database consumption* Azuma, serta seksualitas *otaku* Saito. Penelitian ini menggunakan metode fenomenologi dan paradigma interpretif. Penelitian menemukan bahwa konsumsi terus-menerus membangun definisi genre serta pemahaman partisipan terhadap narasi cerita. Pengalaman dan pemahaman pribadi kerap masuk dalam hasil prosumsi para partisipan. Pengalaman terhadap lingkungan fisik maupun media menentukan pilihan dan posisi politik dalam menanggapi isu yang dibawa narasi oleh cerita *yuri* di dunia nyata. Para partisipan memandang *yuri* sebagai afeksi emosional antarperempuan sehingga dapat menjauhi seksualisasi dan *fetisisasi* lesbian. Penelitian selanjutnya dapat dilakukan perempuan kepada perempuan dengan metodologi lain.

**Kata Kunci:** Genre *yuri*, anime dan manga, kajian audiens, prosumsi.

## ABSTRACT

This research analyzes the prosumption experiences of six Indonesian male *yuri* fans. *Yuri*, a manga/anime genre that covers stories of lesbianism, has been growing in recent years in anime production and manga visibility. The very same reason why it's less accepted in Indonesia compared to other genres. At the other hand, the number of researches on *yuri* topics are limited. This research uses several theories such as Jenkins's participation, Maser's specific *yuri otaku* participation, Ritzer's & Jurgenson's prosumption, Azuma's *database consumption*, and Saito's *otaku sexuality*. This research conducted in phenomenology method with interpretive as its paradigm. This research finds that excessive and continuous consumption assists the participants not only in defining the genre but also in understanding its narratives. Certain messages or experiences are usually introduced in their prosumption works. Real-life along with media experiences the participants have determines their political stances on real-life issues *yuri* series introduces. In conclusion, participants perceive *yuri* based on affection and emotional relationship between females while avoiding sexualization and fetishization of lesbians in their works. For the next research, researcher advise to have female researcher to research on female prosumers.

**Keywords:** *Yuri* genre, *anime* and *manga*, audience studies, prosumption.