

ABSTRAK

Tesis ini menganalisis terapi “Mak Erot”, melalui akun Instagram @makerot_aaherman, sebagai manifestasi dari krisis dan kerapuhan maskulinitas dalam struktur patriarki dan pasar dengan mengkomodifikasi tubuh laki-laki. Penis meskipun ditampilkan sebagai simbol kekuatan dan kejantanan yang berakar pada tradisi budaya, melalui fenomena “Mak Erot” justru mengungkapkan ketergantungan dan ketidakberdayaan laki-laki. Pembacaan dengan metode Analisis Wacana Kritis (AWK) Multimodal, menunjukkan bahwa konten-konten @makerot_aaherman secara eksplisit melalui teks-teksnya mengkonstruksi wacana maskulinitas hegemonik berdasarkan ukuran dan performa penis. Wacana maskulinitas, melalui mekanisme kuasa di dalamnya telah membentuk realitas dan standar maskulinitas ideal. Standar ideal yang menuntun laki-laki untuk mencari terapi “Mak Erot” demi mencapainya. Praktik "Mak Erot" terus bertahan karena berbagai faktor, termasuk kepentingan ekonomi, budaya patriarki yang mengakar kuat, dinamika kekuasaan institusional, serta respons psikologis dan politis terhadap perubahan sosial. Laki-laki yang menjadi konsumen “Mak Erot” secara implisit menerima bahwa identitas mereka didefinisikan oleh ukuran penis. Fenomena ini mengungkap paradoks laki-laki: mereka merasa menjadi korban ekspektasi sosial, namun dalam usahanya memenuhi standar maskulinitas hegemonik, justru memperkuat sistem yang menindas diri mereka sendiri dan kelompok lain dengan memperkuat cita-cita hegemonik serta hierarkis di dalamnya.

Kata Kunci: Maskulinitas Hegemonik, Mak Erot, Analisis Wacana Kritis Multimodal, Instagram, Komodifikasi

ABSTRACT

This thesis analyzes the “Mak Erot” therapy, particularly through the Instagram account @makerot_aaherman, as a manifestation of the crisis and fragility of masculinity within patriarchal and market structures through the commodification of the male body. Although the penis is portrayed as a symbol of strength and virility rooted in cultural tradition, the “Mak Erot” phenomenon reveals men's dependency and helplessness. Through a reading using the Multimodal Critical Discourse Analysis (MCDA) method, this study shows that the content on @makerot_aaherman explicitly constructs hegemonic masculinity discourse through its texts, based on the size and performance of the penis. Masculinity discourse, through its mechanisms of power, shapes the reality and standards of ideal masculinity—standards that lead men to seek “Mak Erot” therapy in order to attain them. The practice of “Mak Erot” persists due to various factors, including economic interests, deeply rooted patriarchal culture, institutional power dynamics, and psychological and political responses to social change. Men who become consumers of “Mak Erot” implicitly accept that their identities are defined by penis size. This phenomenon exposes the paradox of masculinity: men perceive themselves as victims of social expectations, yet in their efforts to meet hegemonic masculine standards, they end up reinforcing the very system that oppresses both themselves and others by reproducing its hegemonic and hierarchical ideals.

Keywords: Hegemonic Masculinity, Mak Erot, Multimodal Critical Discourse Analysis, Instagram, Commodification