

ABSTRACT

In this undergraduate thesis, the author will explore the meanings of cross-dressing content shared by Jovi Adhiguna on Instagram among the Indonesian Generation Z audiences and how the examined meanings can be used to understand the current gender norms in the Muslim-majority and heteronormative setting. The research question that is pursued in the study is the following: How do Gen Z (aged 18-25) Jovi Adhiguna's Instagram followers interpret and respond to Jovi Adhiguna's cross-dressing content on Instagram? The qualitative method of audience reception is used, which is based on the reception system of digital media developed by Livingstone (1998, 2004), Connell (1995) hegemonic masculinity notion, and traditional historical approaches to the issue of cross-dressing (Bullough and Bullough, 1993). The information has been gathered via thorough, semi-structured interviews of six Gen Z Indonesian informants as active Instagram users and the ones that know of the posts by Jovi Adhiguna. Reflexive thematic analysis was used in the analysis of interview transcripts. It has been found that the cross-dressing content of Jovi serves as a challenging symbolic space in which issues of self-expressions, religious morality, fashion discourse and masculinity are negotiated. Other informants generate hegemonic reading, which interprets cross-dressing as a form of self-expression, artistic styling, as well as intentional visibility. Some of them follow negotiated readings in which the appearance of Jovi is accepted but restricted by the family, religion or institutional factors. One of the informants takes a contrary stance where he is against the normalization of cross-dressing on moral and religious grounds. On the whole, the paper concludes that the Indonesian Gen Z cannot be divided into conservative and progressive groups; rather, they create a reality of negotiation when global representations of gender fluidity are reinterpreted in local ethical contexts and social contexts of daily life.

Keywords: *Audience Reception, Generation Z, Cross-Dressing, Instagram, Jovi Adhiguna, Hegemonic Masculinity, Gender Representation*

ABSTRAK

Dalam skripsi sarjana ini, penulis mengeksplorasi makna konten cross-dressing yang dibagikan oleh Jovi Adhiguna di Instagram di kalangan audiens Generasi Z Indonesia serta bagaimana makna tersebut dapat digunakan untuk memahami norma gender yang berlaku dalam konteks masyarakat yang mayoritas Muslim dan heteronormatif. Penelitian ini bertujuan menjawab pertanyaan: bagaimana Generasi Z (usia 18–25 tahun) yang merupakan pengikut Instagram Jovi Adhiguna menafsirkan dan merespons konten cross-dressing tersebut. Metode yang digunakan adalah pendekatan kualitatif melalui analisis resepsi audiens yang merujuk pada sistem resepsi media digital Livingstone (1998, 2004), konsep maskulinitas hegemonik Connell (1995), serta pendekatan historis mengenai cross-dressing dari Bullough dan Bullough (1993). Data dikumpulkan melalui wawancara semi-terstruktur mendalam terhadap enam informan Generasi Z Indonesia yang merupakan pengguna aktif Instagram dan mengetahui unggahan Jovi Adhiguna, kemudian dianalisis menggunakan analisis tematik refleksif. Hasil penelitian menunjukkan bahwa konten cross-dressing Jovi menjadi ruang simbolik yang menantang, di mana isu ekspresi diri, moralitas agama, wacana fesyen, dan maskulinitas saling dinegosiasikan; sebagian informan menghasilkan pembacaan hegemonik yang memaknai cross-dressing sebagai bentuk ekspresi diri, gaya artistik, dan visibilitas yang disengaja, sebagian lainnya menunjukkan pembacaan negosiasi dengan penerimaan yang dibatasi oleh faktor keluarga, agama, atau institusional, sementara satu informan mengambil posisi oposisi dengan menolak normalisasi cross-dressing atas dasar moral dan agama. Secara keseluruhan, penelitian ini menyimpulkan bahwa Generasi Z Indonesia tidak dapat diklasifikasikan secara sederhana sebagai kelompok konservatif atau progresif, melainkan membangun realitas negosiasi ketika representasi global tentang fluiditas gender ditafsirkan ulang dalam konteks etika lokal dan kehidupan sosial sehari-hari.

Kata Kunci: Resepsi Audiens, Generasi Z, Cross-Dressing, Instagram, Jovi Adhiguna, Maskulinitas Hegemonik, Representasi Gender