

Penelitian ini mengkaji representasi identitas yang tersimpan dalam praktik penulisan *fan fiction self-insert* bertema *angst/sad romance* dalam ruang fandom digital, dengan subjek penulis fan fiksi dalam fandom Jujutsu Kaisen di *Platform X*. Penelitian ini memahami identitas yang tidak hanya diekspresikan secara personal, tetapi juga dibentuk, dan dilegitimasi dinamika afektif seperti proses kepenulisan dan interaksi sosial dalam *platform* digital.

Hasil menunjukkan representasi identitas berlangsung dalam empat mekanisme utama, yaitu representasi simbol melalui atribut digital, representasi tekstual *self-insert*, pembentukan relasi parasosial antara penulis, karakter, dan pembaca, serta hegemoni afeksi kesedihan sebagai aset emosional yang memperkuat keterikatan dan legitimasi identitas dalam komunitas fandom.

Penulisan *self-insert* tidak hanya dimengerti sebagai ekspresi emosional personal, melainkan praktik sosial yang diperantarai struktur dan keterikatan emosional kolektif dalam *platform* digital. Penelitian ini berkontribusi pada kajian identitas digital yang dilegitimasi melalui relasi antara narasi, afeksi, dan logika *platform* dalam ruang budaya kontemporer.

Abstract :

This study examines the representation of identity in the practice of *writing self-insert fan fiction with an angst/sad romance* theme in the digital fandom space, with the subject being a fan fiction writer in the Jujutsu Kaisen fandom on Platform X. This study understands identity that is not only expressed personally, but also formed and legitimized by affective dynamics such as the writing process and social interactions in digital platforms.

The results show that identity representation occurs in four main mechanisms, namely symbolic representation through digital attributes, self-insert textual representation, the formation of parasocial relations between writers, characters, and readers, and the hegemony of sad affection as an emotional asset that strengthens attachment and legitimacy of identity in the fandom community.

Self-insert writing is not only understood as a personal emotional expression, but also as a social practice mediated by collective emotional structures and attachments within digital platforms. This research contributes to the study of digital identities legitimized through the relationship between narrative, affect, and platform logic in contemporary cultural spaces.