

## INTISARI

Menggambarkan mengenai bergesernya makna ber kirim kartu pos di era digital di Indonesia melalui dialektika yang tercipta dari interaksi *postcrosser* Indonesia dengan *postcrosser* dari negara-negara Eropa di dalam situs Postcrossing, terutama dengan mereka yang berasal negara Jerman, Rusia, Belanda, dan Finlandia sebagai negara paling aktif mengirimkan kartu pos. Penelitian ini berusaha menguraikan tentang legitimasi dan pelanggaran kuasa kolonialisme yang masih berjalan di Indonesia yang terkandung dalam kegiatan pertukaran kartu pos oleh masyarakat lintas negara. Bak lagu pengantar tidur yang manis nan melenakan, hubungan antara *postcrosser* Indonesia dan *postcrosser* Eropa yang tidak setara terus melantunkan berbagai wacana kolonialisme yang ditemukan pada alasan *postcrosser* Indonesia masih tertarik melakukan pertukaran kartu pos secara manual melalui situs Postcrossing, cara *postcrosser* Indonesia menarasikan identitas dirinya dalam secarik kartu pos, serta melalui pemahaman *postcrosser* Indonesia tentang identitas bangsa Eropa yang diperoleh dari telaah isi kartu pos yang dikirimkan oleh *postcrosser* negara-negara Eropa kepadanya selama menjadi anggota Postcrossing. Pada penelitian ini temuan akan wacana kolonialisme yang ada diperoleh melalui studi *blended* netnografi kepada anggota Komunitas Postcrossing Indonesia (KPI), baik melalui kegiatan mereka secara langsung maupun di ranah virtual dalam platform Facebook. Kemudian, seluruh temuan yang ada dibingkai menggunakan teori Orientalism milik Edward W. Said.

**Kata Kunci: Postcrossing, Orientalism, Edward Said, Kuasa Kolonialisme**

## ABSTRACT

*Describing the shifting meaning of postcard sending in the digital age in Indonesia through dialectics created by the interaction of Indonesian postcrossers with postcrossers from European countries on the Postcrossing site, especially with those from Germany, Russia, the Netherlands, and Finland as the most active countries sending postcards. This research seeks to elaborate on the legitimacy and perpetuation of the colonialism power that is still running in Indonesia contained in postcard exchange activities by cross-border communities. As a sweet lullaby, the relationship between Indonesian postcrossers and unequal European postcrossers continues to chant various discourses of colonialism as a form of the power of colonialism in Indonesia. The colonialism discourse was found on the reason that Indonesian postcrossers are still interested in exchanging postcards manually through the Postcrossing website, from the way Indonesian postcrossers have their identity in a postcard, as well as through the Indonesian postcrosser's evaluation of European national identity obtained from the study of the pictures and contents of postcards sent by postcrossers of European countries to him during his time as a Postcrossing member. In this research, the existence of colonialism discourse was obtained through blended netnography studies to members of the Indonesian Postcrossing Community (KPI), both through their activities directly and in the virtual realm within the Facebook platform, and all the findings were framed using Edward W. Said's theory of Orientalism.*

**Keywords: Postcrossing, Orientalism, Edward Said, Colonialism Power**