

## Intisari

Karakteristik media sosial yang bersifat maya sering menghasilkan fenomena yang *booming* baik di kalangan pengguna media sosial itu sendiri maupun khalayak luas. Terbaru, muncul fenomena *shitposting* di berbagai media sosial sebagai perkembangan dari *meme* yang merupakan salah satu fenomena yang sempat *viral* sebelumnya. Melalui pendekatan kualitatif dengan menggunakan metode etnografi virtual, penelitian ini mencoba menggali aktivitas akun *shitposting* kampus dalam *posting* dan *sharing* mengenai realitas dan isu seputar kehidupan kampus serta motif apa yang melatari aktivitas tersebut. Subjek penelitian ini adalah beberapa *Founder* dan *admin* dari beberapa akun *shitposting* kampus di Indonesia di Facebook serta beberapa pengikut aktif yang menjadi bagian dari akun tersebut dan memiliki informasi terkait. Gagasan “*Participatory Culture*” dari Henry Jenkins digunakan dalam melihat dinamika antara akun *shitposting* kampus dengan para *follower* serta pengunjung akun, dan gagasan “*Internet Gratifications*” dari Zizi Papacharissi serta Alan M. Rubin juga digunakan untuk menjelaskan motif yang mendasari akun *shitposting* kampus dalam melakukan aktivitas *posting* dan *sharing shitpost* mengenai realitas dan isu seputar kehidupan kampus. Dalam penelitian ini menceritakan dinamika dari tiap akun *shitposting* kampus dalam memproduksi dan mendistribusikan konten serta adanya reproduksi konten yang melibatkan para *follower* dan pengunjung akun. Melalui penelitian ini juga, terdapat beberapa motif yang mendasari akun *shitposting* kampus serta para *follower* dan pengunjung akunnya untuk memproduksi dan mendistribusikan konten. Diantaranya adalah: *Informativeness*, *Entertainment*, *Socializing and Community Building*, *Self-Expression*, dan *Passing Time*.

**Kata Kunci:** *Shitpost, Meme, Motif, Partisipasi, Universitas.*

## Abstract

The characteristics of social media that are virtual often produce a *booming* phenomenon both among social media users themselves and the wider audience. The latest, the phenomenon of *shitposting* appeared on various social media as a development of *memes* which is one of the phenomena that had gone viral before. Through a qualitative approach using virtual ethnographic methods, this study tried to explore the activity of campus *shitposting* accounts in posting and sharing about the realities and issues surrounding campus life and what motives surround the activity. The subjects of this study were several Founders and admins of several campus *shitposting* accounts in Indonesia on Facebook as well as some active followers who were part of the account and had related information. Henry Jenkins's idea of "*Participatory Culture*" was used to look at the dynamics between campus *shitposting* accounts and account followers and visitors, and the idea of "*Internet Gratifications*" from Zizi Papacharissi and Alan M. Rubin was also used to explain the underlying motives of campus *shitposting* accounts in posting and sharing *shitposts* about realities and issues surrounding campus life. In this study tells the dynamics of each campus *shitposting* account in producing and distributing content as well as the reproduction of content involving followers and visitors of the account. Through this research, there are also several motives underlying campus *shitposting* accounts as well as followers and visitors to their accounts for producing and distributing content. Among them are: *Informativeness, Entertainment, Socializing and Community Building, Self-Expression, and Passing Time.*

Keywords: *Shitpost, Meme, Motives, Participation, University.*