ABSTRACT

Jovi Adhiguna is a celebgram who presents the opposite gender in his Instagram account. Regarding the idea of masculinity based on society beliefs, Jovi"s masculinity is different and does not conform to the traditional masculinities. As a male, Jovi presents his style like a female with cross-dressing and applying makeup. This issue has become viral in Indonesia as it has been discussed by people on online media. This study aims to know how the audience responds toward the Androgyny celebgram in @joviadhiguna Instagram account. To achieve this goal, the researcher uses the qualitative method. Data are collected by purposive sampling to select the participants from Jovi"s followers on Instagram. Furthermore, the data is analyzed by Encoding/Decoding model from Stuart Hall which resulting in three audience positions; dominant-hegemonic position, negotiated position, oppositional position. The finding of the study indicates that the majority of the respondents interested in following @joviadhiguna because of the personality and uniqueness of the androgyny style displayed in his Instagram account. However, it still makes them concern about the effect of androgynous style on other identities. The result of this study is expected to be beneficial to the readers to understand the phenomena in social media used by Indonesian celebgram focusing on androgyny to show freedom of gender expression, especially in Instagram.

Keyword: Androgyny, Encoding/Decoding Gender Performativity, Instagram, Audience Response