# ABSTRACT

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This study attempts to describe the construction of the issue of plastic surgery in Allkpop article about SNSD. Allkpop is used as the object of the study because the pattern of interaction is distinct from forum in general. Allkpop is an English-based kpop celebrities breaking news site with four million readers per month. The thread that usually attracts people to engage in a discussion is news about SNSD having plastic surgery. SNSD is Korean popular Korean girl band known for their beauty and attraction yet often sparks negative rumors. It becomes the concern of this study because it seemingly induces people to display linguistic behavior that only occurs in the internet situation. This qualitative study aims to describe the phenomenon using Critical Discourse Analysis proposed by Van Dijk. Van Dijk introduced a model analysis using socio-cognitive approach. The result of this study shows that in order to construct the issue of plastic surgery, the interaction may develop from casual comments into trolling, flaming, and bashing. It is due to different discourse and perception presented in the forum.

Keywords: Allkpop, Critical Discourse Analysis, plastic surgery, SNSD, Socio-cognitive approach.

# CHAPTER I
# INTRODUCTION