

UNDERGRADUATE THESIS

**GENDER VIOLENCE THROUGH SEXISM TOWARD WOMEN IN
#*WOMENAREN'TFUNNY* ON TIKTOK: MEDIA RECEPTION
ANALYSIS ON MALE PERSPECTIVE IN AMERICAN TIKTOK USERS**



By

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**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
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SURABAYA**

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UNDERGRADUATE THESIS

**Submitted in Partial Fulfillment of the Requirements for the Bachelor
Degree of English Department, Faculty of Humanities, Universitas Airlangga**

By

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SURABAYA

2023

DECLARATION

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Yulia Mega Puspita

I dedicate this thesis to the strongest woman, my mother Tutik Hariningsih, who has taught me how to be a strong woman. Without all of her support, this thesis would not have been possible.

APPROVAL SHEET

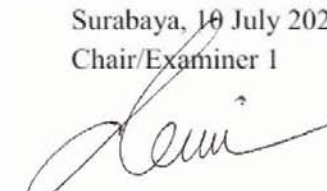
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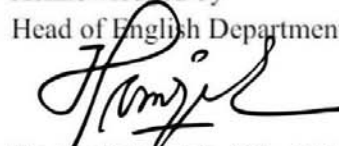
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“Hard things will happen to us. We will recover. We will learn from it we will grow more resilient because of it.”

- Taylor Swift

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ABSTRAK

Humor seringkali dikategorikan sebagai simbol maskulin yang melekat pada kemampuan laki-laki sehingga perempuan selalu dinarasikan sebagai ‘tidak lucu’ di media. Hal ini menimbulkan perdebatan dan kecenderungan masyarakat untuk menormalkan narasi tersebut, terutama di media sosial yang merupakan sarana berpengaruh yang digunakan saat ini. Dibandingkan dengan media massa, media sosial dapat melibatkan lebih banyak audiens dan bereaksi satu sama lain seperti di TikTok yang dapat digabungkan, dikomentari, disukai, dan dibagikan oleh semua pengguna. Melalui TikTok ditemukan #womenarerentfunny yang semua konten videonya telah ditonton lebih dari 60 juta kali. Hal tersebut dapat diduga dapat mempengaruhi budaya cara pandang masyarakat terhadap humor yang selalu dikaitkan dengan gender, terlepas dari kemampuan individu. Oleh karena itu, penelitian ini bertujuan untuk melihat perbedaan makna antara kreator laki-laki dan perempuan yang menerima narasi tidak lucu melalui konten yang diunggahnya. Penelitian ini menggunakan metode kualitatif dengan menggunakan analisis penerimaan media yang didukung oleh teori pengkodean Stuart Hall tentang bagaimana narasi ini terjadi dan didekodekan oleh masyarakat melalui TikTok dengan tambahan teori seksisme tidak langsung Sarah Mills untuk melihat makna seksis yang disampaikan oleh pemilik media. dan penonton. Dalam penelitian ini ditemukan bahwa pencipta laki-laki memiliki posisi dominan menggunakan konten yang cenderung menggunakan jenis seksisme tidak langsung, seperti humor, kolokasi, dan perspektif androsentris daripada perempuan. Hasil penelitian ini menunjukkan penindasan perempuan sebagai salah satu tindak kekerasan gender di media sosial.

Kata Kunci: Decoding, Encoding, Gender, Humor, Kekerasan Seksisme

ABSTRACT

Humor is often categorized as a masculine symbol attached to men's abilities so that women are always narrated as 'not funny' in the media. It creates debates and tendency of society to normalize this narration, especially on social media which is the influential tool used nowadays. Compared to mass media, social media can engage more audiences and react to each other such as in TikTok that all users can stitch, comment, like, and share. In TikTok, it was found that *#womenaren'tfunny* have been watched more than 60 million times. It can be assumed that it can affect the culture of how people view humor, which is always associated with gender, regardless of individual abilities. Therefore, this research aims to see the difference in meaning between male and female creators receiving unfunny narratives through the content they upload. This study used a qualitative method using media reception analysis, which was supported by Stuart Hall's theory of encoding how this narrative occurs and decoded by the society through TikTok with the addition of Sarah Mills' theory of indirect sexism and gender violence to see the sexist meaning conveyed by media owners and audiences. In this research it was found that male creators had a dominant position using whose content tended to use types of indirect sexism, such as humor, collocation, and androcentric perspective than female. This result showed the oppression of women as one of gender violence act on social media.

Keywords: Decoding, Encoding, Gender violence, Humor, Sexism