ABSTRAK

Nasionalisme saat ini didefinisikan secara bebas oleh suatu negara melalui media sosial. Karena media sosial menawarkan platform partisipatif. Namun, representasi nasionalisme di media sosial merujuk pada jenis nasionalisme dengan banalitas karena isinya yang berupa imej-imej nasional sebuah negara cenderung memiliki kontestasi diantara para penyedia konten lainnya. Penelitian ini bertujuan untuk meneliti konstruksi imej nasional di akun Instagram *Good News From Southeast Asia* dan untuk mengungkapkan jenis kebanggaan nasional yang dibangun di atasnya dengan menggunakan metode analisis konten secara kualitatif. Konstruksi nasional imej di media sosial banyak terlihat di akun Instagram *Good News From Southeast Asia* yang membangkitkan semangat optimisme dari keberagaman di Asia Tenggara. Dalam studi ini, negara-negara Asia Tenggara merujuk ke Indonesia, Malaysia, dan Singapura yang memiliki posisi dominan di media alternatif ini, tetapi memiliki citra negatif di media arus utama. Nasionalisme di Asia Tenggara menjadi penting karena negara-negara tersebut memiliki kesamaan sebagai negara-negara bekas jajahan dan memiliki komposisi etnis yang mirip. Studi ini menemukan bahwa nasional imej dalam *Good News From Southeast Asia* Instagram dibangun melalui keberagaman yang dijadikan berita baik. Namun, nasional imej yang dibanggakan dengan merayakan keberagaman di media sosial dikategorikan sebagai sebuah kebanggaan yang naif karena identitas nasional yang direproduksi didasarkan pada popularitas dan nilai pariwisata yang terkandung didalamnya sehingga pentingnya makna identitas nasional tidak lagi disadari.

Kata kunci: Nasionalisme dangkal, Identitas Nasional, Media sosial, Instagram, Good News From Southeast Asia

ABSTRACT

Nationalism nowadays is freely defined by a country through social media. Since social media offer a participatory platform. However, the representation of nationalism in social media refers to the kind of nationalism with banality because of the contents which covers the national identity image as the representation tends to be contested. This study aims to scrutinize the construction of national images in the Instagram account of *Good News From Southeast Asia* and to reveal the kind of national pride that constructed on it by using qualitative content analysis method. The construction of national image in social media much seen on the Instagram account of *Good News From Southeast Asia* which emerges the optimism spirit from the diversity in Southeast Asia. In this study, Southeast Asia countries refer to Indonesia, Malaysia, and Singapore which has dominant posts in the alternative media and has a negative image in mainstream media. National image in Southeast Asia becomes important since the countries have similarity as the ex-colonized countries and share similar composition of ethnicity. This study finds that the national image in *Good News From Southeast Asia* Instagram is constructed based on diversity in Southeast Asia which written as the good news. However, the national image by celebrating diversity in social media is categorized as the naiveness since the national identity that reproduced is based on the popularity and tourism value so that the importance of the national identity meaning is not realized anymore.

Keywords: Banal Nationalism, National Identity, Social Media, Instagram, Good News From Southeast Asia