

ABSTRAK

Francisco Dias Arya Purnama. 220531100071. Program Studi Ilmu Komunikasi. Sentimen Etnis Madura di Media Sosial: Analisis Wacana Kritis terhadap Akun Instagram @aslisuroboyoy.

Penelitian ini bertujuan untuk mengetahui dan menganalisis bagaimana akun Instagram @aslisuroboyoy mengkonstruksi sentimen negatif terhadap etnis Madura melalui dimensi tekstual, praktik wacana, serta praktik sosiokultural yang melatarbelakanginya dalam konteks pemberitaan kriminalitas di media sosial.

Penelitian ini menggunakan pendekatan kualitatif dengan metode Analisis Wacana Kritis model Norman Fairclough yang mengintegrasikan tiga dimensi analisis: tekstual, praktik wacana, dan praktik sosiokultural. Data dikumpulkan melalui observasi digital, studi pustaka, dan wawancara semi-terstruktur dengan pengelola akun. Teknik pemilihan data menggunakan purposive sampling terhadap 18 unggahan feed dan 2 video reels periode Oktober 2024 hingga Desember 2025. Keabsahan data dijaga melalui triangulasi sumber dan metode serta konfirmabilitas melalui proses diskusi dengan dosen pembimbing.

Hasil penelitian menunjukkan bahwa sentimen negatif terhadap etnis Madura dikonstruksi melalui tiga mekanisme. Pada dimensi tekstual, penanda geografis seperti “Bangkalan”, “Sampang”, dan “Meduro” ditempatkan secara strategis dalam teks overlay sehingga membentuk asosiasi simbolik antara identitas etnis Madura dan kriminalitas. Pada dimensi praktik wacana, proses alih bahasa ke dialek Suroboyoy-an dan distribusi konten yang berorientasi engagement algoritmik memperkuat reproduksi sentimen tanpa evaluasi kritis dari pengelola terhadap konten repost. Pada dimensi praktik sosiokultural, konstruksi sentimen ditopang oleh relasi historis mayoritas-minoritas antara etnis Jawa dan Madura serta stereotip yang teramplifikasi melalui logika viralitas platform digital.

Kata kunci : Sentimen Etnis, Etnis Madura, Analisis Wacana Kritis, Representasi Media, Instagram

ABSTRACT

Francisco Dias Arya Purnama. 220531100071. Communication Studies Department. Madurese Ethnic Sentiment on Social Media: A Critical Discourse Analysis of the Instagram Account @aslisuroboyoy.

This study aims to identify and analyze how the Instagram account @aslisuroboyoy constructs negative sentiments toward the Madurese ethnic group through textual dimensions, discourse practices, and the underlying sociocultural practices in the context of crime reporting on social media.

This study employs a qualitative approach using Norman Fairclough's Critical Discourse Analysis model, which integrates three dimensions of analysis: textual, discourse practices, and sociocultural practices. Data were collected through digital observation, literature review, and semi-structured interviews with the account administrator. Data selection employed purposive sampling of 18 feed posts and 2 video reels from October 2024 to December 2025. Data validity was ensured through triangulation of sources and methods, and confirmability was achieved through discussions with the research advisor.

The research findings indicate that negative sentiment toward the Madurese ethnic group is constructed through three mechanisms. On the textual dimension, geographical markers such as "Bangkalan," "Sampang," and "Meduro" are strategically placed within the overlay text, thereby forming a symbolic association between Madurese ethnic identity and criminality. At the discourse practice level, the process of translating content into the Suroboyo-an dialect and the distribution of content optimized for algorithmic engagement reinforce the reproduction of these sentiments without critical evaluation of reposted content by platform administrators. At the sociocultural practice level, the construction of these sentiments is underpinned by the historical majority-minority relationship between the Javanese and Madurese ethnic groups, as well as stereotypes amplified through the logic of virality on digital platforms.

Keywords: Ethnic Sentiment, Madurese Ethnic Group, Critical Discourse Analysis, Media Representation, Instagram.