

ABSTRAK

Irfa Nur Aini. 220531100191. Representasi Makna Figur Ayah dalam Akun Sosial Media TikTok Anak Perempuan *Fatherless*.

Fenomena *fatherless* yang banyak diungkapkan melalui media sosial TikTok menunjukkan bahwa figur ayah dimaknai secara beragam oleh anak perempuan melalui berbagai bentuk representasi. Penelitian ini bertujuan untuk mendeskripsikan representasi makna figur ayah dalam akun media sosial TikTok anak perempuan *fatherless*. Fokus penelitian diarahkan pada bagaimana figur ayah dimaknai dan direpresentasikan melalui berbagai tanda, simbol, narasi, serta ekspresi yang ditampilkan dalam konten TikTok oleh anak perempuan yang mengalami kondisi *fatherless*.

Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis semiotika John Fiske. Objek penelitian berupa delapan video dari akun TikTok @retnoladyta dan @aylasara8 yang dipilih berdasarkan kesesuaian tema dengan fokus penelitian. Data dianalisis melalui tiga level kode sosial John Fiske, yaitu realitas, representasi, dan ideologi untuk mengungkap makna figur ayah yang terkandung dalam konten tersebut.

Hasil penelitian menunjukkan bahwa figur ayah direpresentasikan sebagai sosok yang memiliki peran penting dalam kehidupan emosional anak perempuan. Pada akun @retnoladyta, figur ayah dimaknai sebagai sumber dukungan emosional yang ketidakhadirannya menimbulkan rasa kehilangan, kesepian, dan kekecewaan. Sementara itu, pada akun @aylasara8, figur ayah dimaknai sebagai sosok yang tetap hadir melalui kenangan, doa, dan ikatan emosional meskipun telah meninggal dunia. Penelitian ini juga menemukan bahwa media sosial menjadi ruang bagi anak perempuan *fatherless* untuk mengekspresikan pengalaman, membangun makna, serta membagikan cerita mengenai figur ayah kepada khalayak.

Kata Kunci : *Representasi, Fatherless, Figur Ayah, Semiotik John Fiske*

ABSTRACT

Irfa Nur Aini. 220531100191. *Representation of the Meaning of Father Figures in the TikTok Social Media Accounts of Fatherless Daughters..*

The phenomenon of fatherlessness, which is widely expressed through TikTok social media, indicates that the father figure is interpreted in various ways by daughters through different forms of representation. This study aims to describe the representation of the meaning of the father figure in the TikTok social media accounts of fatherless daughters. The research focuses on how the father figure is interpreted and represented through various signs, symbols, narratives, and expressions presented in TikTok content created by daughters experiencing fatherlessness.

This study employed a qualitative approach using John Fiske's semiotic analysis method. The research objects consisted of eight TikTok videos from the accounts @retnoladyta and @aylasara8, selected based on their relevance to the research focus. The data were analyzed using John Fiske's three levels of social codes: reality, representation, and ideology, to reveal the meanings of the father figure embedded in the content.

The findings indicate that the father figure is represented as an important figure in the emotional lives of daughters. In @retnoladyta's account, the father figure is interpreted as a source of emotional support whose absence gives rise to feelings of loss, loneliness, and disappointment. Meanwhile, in @aylasara8's account, the father figure is interpreted as someone who continues to be present through memories, prayers, and emotional bonds despite having passed away. The study also finds that social media serves as a space for fatherless daughters to express their experiences, construct meanings, and share stories about the father figure with the public.

Keywords : Representation, Fatherless, Father Figure, John Fiske Semiotic