

ABSTRAK

Siti Nurhaliza 200521100109. Program Studi Sosiologi. Jurusan Ilmu Sosial dan Ilmu Budaya. Fakultas Ilmu Sosial dan Ilmu Budaya. Universitas Trunojoyo Madura dengan judul penelitian yakni Fenomena Hiperrealitas Dalam Serial *Boys Love* di Kalangan Remaja Indonesia (Studi Netnografi Penggemar Drama *My School President* di Grup WhatsApp Khun Noo Geminifourth)

Tujuan dari penelitian ini adalah untuk mengetahui hiperrealitas dalam serial *Boys Love* di kalangan remaja Indonesia, khususnya penggemar drama *My School President* dalam grup WhatsApp Khun Noo Geminifourth menggunakan teori Hiperrealitas (Jean Baudrillard). Dalam penelitian dijelaskan secara mendalam bagaimana proses hiperrealitas dalam serial *Boys Love* di kalangan remaja Indonesia, khususnya penggemar drama *My School President* dalam grup WhatsApp Khun Noo Geminifourth.

Jenis penelitian yang digunakan adalah kualitatif dengan pendekatan studi netnografi. Teknik penentuan informan yang digunakan adalah teknik *purposive sampling*. Teknik pengumpulan data menggunakan teknik observasi partisipatif, wawancara semi terstruktur secara *online* dan juga dokumentasi. Analisis data penelitian ini dengan reduksi data, *coding* data, penyajian data, dan interpretasi. Keabsahan data menggunakan metode triangulasi sumber.

Hasil penelitian menunjukkan bahwa narasi fiktif drama *My School President* dianggap sebagai representasi cinta remaja, yang diproyeksikan ke hubungan nyata aktor melalui tanda-tanda seperti gestur, *fanservice*, konten *fanfiction* dan editan video. Grup WhatsApp menjadi ruang hiperrealitas, di mana penggemar menciptakan realitas alternatif yang lebih emosional dan bermakna dibandingkan kenyataan objektif. Fenomena ini mencerminkan bagaimana media sosial dan budaya penggemar memperkuat simulakra, mengaburkan batas antara fiksi dan realitas. Dampaknya meliputi keterlibatan emosional yang intens, pelarian dari realitas, hingga konflik internal fandom akibat perbedaan interpretasi tanda.

Kata Kunci: Hiperrealitas, Penggemar, *Boys Love*, *My School President*

ABSTRACT

Siti Nurhaliza 200521100109. Sociology Study Program. Department of Social and Cultural Sciences. Faculty of Social and Cultural Sciences. Trunojoyo University of Madura with the research title “The Phenomenon of Hyperreality in Boys Love Series Among Indonesian Teenagers (Netnographic Study of Fans of the Drama My School President in the WhatsApp Group Khun Noo)”

The purpose of this research is to understand hyperreality in Boys Love series among Indonesian teenagers, particularly fans of the drama My School President in the WhatsApp group Khun Noo Geminifourth, using Jean Baudrillard's theory of hyperreality. The research delves deeply into how hyperreality manifests in Boys Love series among Indonesian teenagers, particularly fans of the drama My School President in the WhatsApp group Khun Noo Geminifourth.

The type of research used is qualitative research with a Netnographic Study approach. The technique for determining informants used is purposive sampling. Analysis of research data through data reduction, coding, data display, and interpretation. Data validity using source triangulation methods.

The research findings indicate that the fictional narratives of the drama are perceived as authentic representations of teenage love, projected onto the real-life relationships of the actors through signs such as gestures, fanservice, and fan-made content (fanfiction, AU, video edits). The WhatsApp group serves as a hyperreal space where fans create an alternative reality that is more emotional and meaningful than objective reality. This phenomenon reflects how social media and fan culture reinforce simulacra, blurring the boundaries between fiction and reality. The impacts include intense emotional involvement, escape from reality, and internal fandom conflicts due to differing interpretations of signs. This study provides insights into the dynamics of popular culture and digital identity in the context of BL fandom in Indonesia.

Keywords: Hyperreality, Boys Love, Fans, My School President,