

ABSTRAK

Nafila Purnamawati 220521100049, Program Studi Sosiologi, Jurusan Ilmu Sosial dan Ilmu Budaya, Universitas Trunojoyo Madura. Representasi Stereotip Etnik Madura di TikTok: Perspektif Mahasiswa Gen-Z di Universitas Trunojoyo Madura. Dosen Pembimbing: Dr. Iskandar Dzulkarnain, S.Th.I, M.Si.

Penelitian ini bertujuan memahami proses rekonstruksi habitus stereotipe etnik Madura di media sosial TikTok melalui interaksi digital mahasiswa Gen-Z Universitas Trunojoyo Madura. Fenomena ini muncul karena maraknya konten yang menampilkan citra negatif orang Madura seperti keras, jemet, emosional, dan kasar, sehingga membentuk persepsi baru terhadap etnik Madura di ruang digital. TikTok berfungsi tidak hanya sebagai media hiburan, tetapi juga sebagai arena sosial yang memproduksi dan mendistribusikan makna budaya melalui mekanisme algoritmik dan modal sosial digital.

Penelitian ini menggunakan metode kualitatif dengan pendekatan fenomenologis serta teknik purposive sampling terhadap mahasiswa etnik Madura dan non-Madura pengguna aktif TikTok. Data diperoleh melalui observasi, wawancara mendalam, dan dokumentasi dengan uji keabsahan melalui triangulasi sumber. Analisis menggunakan teori praktik Pierre Bourdieu yang mencakup konsep habitus, modal, dan ranah.

Hasil penelitian menunjukkan bahwa stereotip Madura di TikTok banyak muncul dalam bentuk parodi dan humor yang menonjolkan citra keras dan tradisional, namun mengabaikan sisi religius dan rasional. Algoritma dan kreator memperkuat stereotipe negatif karena konten sensasional lebih mudah menarik interaksi. Mahasiswa Gen-Z Madura berupaya menampilkan identitas positif melalui konten edukatif dan religi meski terbatas modal budaya, sementara mahasiswa non-Madura mempersepsikan konten stereotipe secara ambivalen antara hiburan dan penguat prasangka. Penelitian ini menegaskan bahwa rekonstruksi habitus stereotipe Madura merupakan proses sosial yang dipengaruhi modal, algoritma, dan interaksi lintas budaya serta menegaskan pentingnya literasi digital dan kesadaran budaya sebagai bentuk resiliensi simbolik.

Kata Kunci: Habitus, Stereotipe Etnik Madura, TikTok, Gen-Z, Representasi Digital.

ABSTRAC

Nafila Purnamawati (Student ID: 220521100049) Sociology Study Program, Faculty of Social and Cultural Sciences, Universitas Trunodjoyo Madura. Thesis Title: Representation of Madurese Ethnic Stereotypes on TikTok: The Perspective of Gen-Z Students at Universitas Trunojoyo Madura. Supervisor: Dr. Iskandar Dzulkarnain, S.Th.I., M.Si.

This research aims to understand the process of reconstructing the habitus of Madurese ethnic stereotypes on the social media platform TikTok through the digital interactions of Gen-Z students at Universitas Trunojoyo Madura. This phenomenon arises due to the proliferation of content depicting negative images of Madurese people—such as being harsh, jamet (low-class), emotional, and rude—which consequently shapes new perceptions of the Madurese ethnic group within digital spaces. TikTok functions not only as an entertainment medium but also as a social arena that produces and distributes cultural meanings through algorithmic mechanisms and digital social capital.

This study employs a qualitative method with a phenomenological approach and uses purposive sampling to select Madurese and non-Madurese students who are active TikTok users. Data were collected through observation, in-depth interviews, and documentation, with data validity ensured through source triangulation. The analysis is based on Pierre Bourdieu's theory of practice, encompassing the concepts of habitus, capital, and field.

The findings reveal that Madurese stereotypes on TikTok predominantly appear in the form of parodies and humor emphasizing toughness and traditionalism while neglecting the religious and rational aspects. Algorithms and content creators reinforce negative stereotypes since sensational content tends to attract more interaction. Gen-Z Madurese students attempt to portray a positive identity through educational and religious content, though constrained by limited cultural capital. Meanwhile, non-Madurese students perceive stereotypical content ambivalently—both as entertainment and as reinforcement of prejudice. This study concludes that the reconstruction of the Madurese ethnic stereotype habitus is a social process influenced by capital, algorithms, and cross-cultural interactions, emphasizing the importance of digital literacy and cultural awareness as forms of symbolic resilience.

Keywords: *Habitus, Madurese Ethnic Stereotypes, TikTok, Gen-Z, Digital Representation.*