THE INTERPRETATION OF MESSAGE AND THE SOCIAL IMPACT OF SELECTION CONTRIBUTOR'S THREAD ON *YOUNG ON TOP KASKUS COMMUNITY (YOTKC)*

THESIS

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ABSTRACT

Taruna, Sapta Indra. 2014. **The Interpretation of Message and the Social Impact of Selection Contributor's Thread on *Young on Top Kaskus Community (YOTKC)*.** Study Program of English, Faculty of Cultural Studies, Universitas Brawijaya. Supervisor: Emy Sudarwati, Co-supervisor: Muhammad Rozin

Keywords: Critical Discourse Analysis, Interpretation of Message, and Social Impact.

This research aims to interpret the message in selection contributor's thread on Young on Top Kaskus Community and analyze the social impact of the thread toward the kaskus users and hence tries to answer the problems of the study, i.e.: (1) what are the interpretation on the messages performed by Billy Boen on his motivational threads, (2) What are the textual interpretations performed by kaskusers on Billy Boen's motivational threads, and (3) What are the social impact found on Billy Boen's motivational threads.

This research uses Critical Discourse Analysis theoretical framework from Norman Fairclough consisting of textual analysis, discursive practice, and socio-cultural process. On the level of textual analysis, it has a purpose to interpret the message on Billy Boen motivational threads by using staging, perspectivization, and choices of word theories from Renkema. Discursive analysis is used to analyze the textual interpretations perfomed by kaskusers on his motivational threads. While social analysis is used to find out the impacts of his threads toward kaskusers. The writer used qualitative approach and document or content analysis method in conducting the research. The data were collected from kaskus especially from Billy Boen's motivational threads and the comments posted by ISO kaskusers.

The results indicate that (1) on staging analysis; Billy Boen's utterances have already proved the theory of staging because most of his utterances use the same style of staging proposed by Renkema. In terms of perspectivization analysis, Billy Boen uses vision perspectivization rather than empathy perspectivization on his utterances, meanwhile on choices of words analysis, Billy Boen is balanced in using standard and non standard words on his utterances. (2) Most of ISO kaskus users basically can understand the messages on his motivational threads. (3) Most of ISO kaskusers are basically willing to do his advice and the number of ISO kaskuser who agrees with his opinion on his motivational thread are quite a lot.

The writer suggests the next researchers to have good understanding on Critical Discourse Analysis especially how to relate between language, power, ideology and its social impact toward society. Then, the next researcher also needs to use the other theory than Critical Discourse Analysis theoretical framework proposed by Norman Fairchlough (1995).

ABSTRAK

Taruna, Sapta Indra. 2014. **Interpretasi pesan dan Dampak Sosial dari Thread Kontributor yang Terpilih pada** *Young on Top Kaskus Community (YOTKC).* Program Studi Sastra Inggris, Fakultas Ilmu Budaya, Universitas Brawijaya. Dosen Pembimbing (1): Emy Sudarwati, Dosen Pembimbing (2): Muhammad Rozin.

Kata Kunci: Analisis Wacana Kritis, Interpretasi Pesan, dan Dampak Sosial

Penelitian ini dimaksudkan untuk menginterpretasi pesan dalam thread contributor terpilih pada *Young on Top Kaskus Community* dan menganalisa dampak sosial dari threadnya terhadap para pengguna kaskus dan oleh sebab itu mencoba untuk menjawab rumusan masalah antara lain (1) apa saja interpretasi pada pesan yang disampaikan oleh Billy Boen dalam thread motivasinya, (2) apa saja interpretasi tekstual yang disampaikan oleh para pengguna kaskus pada thread motivasi milik Billy Boen, dan (3) apa saja dampak sosial yang ditemukan pada thread motivasi milik Billy Boen.

Penelitian ini menggunakan kerangka teori Analisis Wacana Kritis dari Norman Fairclough yang terdiri dari analisis teks, analisis diskursiv, dan analisis sosial. Tujuan dari analisis tekstual adalah untuk menginterpretasi pesan pada thread motivasi miliknya menggunakan teori pementasan, perspektivisasi, dan pilihan kata dari Renkema. Analisis diskursiv dimaksudkan untuk menganalisis interpretasi tekstual apa yang disampaikan oleh para pengguna kaskus pada thread motivasinya. Sedangkan analisis sosial dimaksudkan untuk mengetahui dampak yang timbulkan oleh thread motivasinya terhadap para pengguna kaskus. Penulis menggunakan pendekatan kualitatif dan metode dokumen atau konten analisis dalam melakukan penelitian. Data yang digunakan pada penelitian ini diambil dari kaskus khususnya thread motivasi milik Billy Boen dan komentar yang diposkan oleh para pengguna kaskus berpredikat ISO.

Hasilnya menunjukkan bahwa (1) pada analisis pementasan, Dia membuktikan kebenaran teori pementasan karena sebagian besar ucapannya menggunakan teknik pementasan yang sama seperti yang dikemukakan oleh renkema, pada analisis perspektivisasi, Dia cenderung menggunakan jenis perspektivisasi visi dari pada empati, sedangkan pada analisis pilihan kata, Dia cenderung seimbang pada penggunaan kata baku dan tidak baku pada ucapannya. (2) Sebagian besar para pengguna kaskus berpredikat ISO dapat menangkap pesan yang dimaksud dalam thread motivasinya, (3) sebagian besar pengguna kaskus berpredikat ISO berkeinginan untuk mengikuti nasehat Billy Boen dan jumlah mereka cukup banyak.

Penulis menyarankan kepada peneliti selanjutnya untuk memiliki pemahaman yang baik dalam Analisis Wacana Kritis khususnya bagaimana menghubungkan antara bahasa, *power*, ideologi, dan dampakntya terhadap lingkungan. Kemudian, peneliti selanjutnya diharapkan dapat menggunakan teori Analisis Wacana Kritis selain yang dikemukakan oleh Norman Fairclough.

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