



ABSTRAK

ANALISIS SIMBOL *CROSSDRESSING* PADA UNGGAHAN AKUN INSTAGRAM “@azkhategar” (ANALISIS SEMIOTIKA ROLAND BARTHES)

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Analisis simbol *crossdressing* terhadap unggahan akun Instagram @azkhategar menggunakan analisis dari semiotika Roland Barthes melalui proses pemaknaan tiga tahapan analisis yaitu denotasi, konotasi, dan mitos. Pada analisis ini memperlihatkan berbagai macam ciri yang menentang norma sosial pada pandangan heteronormatif mengenai identitas diri melalui aspek busana, aksesoris, *make up*, gaya rambut, dan warna. Penelitian ini diadakan untuk melihat bagaimana analisis simbol *crossdressing* pada akun Instagram Azkha Tegar. Peneliti memilih tujuh foto unggahan yang terindikasi menampilkan tanda-tanda simbol *crossdressing*. Hasil dari penelitian ini mengungkapkan bahwa *crossdressing* menganut paham bahwa *fashion* memiliki sifat yang *fluid (cair)* dan *genderless*. Namun *crossdressing* masih menjadi identitas yang minoritas di Indonesia, sehingga *crossdressing* kerap dianggap tidak normal karena masih dianggap menjauhi norma serta adat yang telah ada di masyarakat Indonesia. Azkha Tegar menunjukkan identitasnya sebagai *crossdressing* mendapat kepercayaan dari pengikutnya juga telah berhasil mengonstruksi bahwa *fashion* tidak harus kaku dan terpaku pada jenis kelamin tertentu.

Kata Kunci: Crossdressing, Analisis Semiotika, Roland Barthes

ABSTRACT

ANALYSIS OF CROSSDRESSING SYMBOLS ON THE INSTAGRAM ACCOUNT "@azkhategar" UPLOADS (ROLAND BARTHES SEMIOTIC ANALYSIS)

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Analysis of crossdressing symbols on Instagram account @azkhategar uploads uses analysis from Roland Barthes' semiotics through a three stages of analysis of meaning process, namely denotation, connotation and myth. This analysis shows various characteristics that challenge social norms in the heteronormative view of self-identity through aspects of clothing, accessories, make-up, hairstyle and color. This research was conducted to see how crossdressing symbols are analyzed on Azkha Tegar Instagram account. Researchers selected seven uploaded photos that were indicated to display signs of crossdressing symbols. The results of this research reveal that crossdressing adheres to the understanding that fashion is fluid and genderless. However, crossdressing is still a minority identity in Indonesia, so crossdressing is often considered abnormal because it is still considered a departure from the norms and customs that already exist in Indonesian society. Azkha Tegar shows his identity as a crossdresser, gaining the trust of his followers and has succeeded in constructing that fashion does not have to be rigid and fixed to a certain gender.

Keywords: *Crossdressing, Semiotic Analysis, Roland Barthes*