

CHAPTER I

INTRODUCTION

A. Background of Study

Globalization processes play a pivotal role in the construction of identities, including those under the LGBT umbrella (Binnie, 2004). One of the major human rights stories of the past decade in the United States has been the astonishing progress toward equality for lesbian, gay, bisexual and transgender (LGBT) people (Alyssa Rosenberg, 2017). The LGBT culture is transforming the world.

Observing the increasingly visible influence of queer communities on local and national cultures, it witnesses a moment of gay liberation in action as well as a major phenomenon that is still poorly understood in many ways. This issue that labelled under the gay rights name can be shown from “The Gay American Way of Life” (Frederick Martel, 2018) This activity, which is going place on five continents at the same time, has a decisive effect, and it is with the United States that must be begin. It has seen how American homosexual culture plays a significant role, as well as how the United States feeds the imaginations of LGBT rights campaigners all over the world.

However, while the United States can be incredibly shortsighted, it is difficult to deny that this development has not been worldwide (Alyssa Rosenberg, 2016). Sexual minorities in Uganda have been targeted more often after the nation approved a legislation that created a new set of offenses based on sexual orientation, with correspondingly strong punishments. Russia criminalized

so-called "homosexual propaganda" as part of a broader government campaign to restrict free expression in the name of defending traditional Russian culture. But in the middle of unacceptance by the people to LGBT Community, Amber Laventry (2019) said there also some people who stand in the neutral side which they decide to accept them but not supporting them to come out openly because this side have thoughts that they also have rights to live like the other human being as well.

A globalized media is one of the main spheres that are directly involved in the fluctuations of LGBT identities, and therefore can be a useful tool in order to depict how the LGBT identities flow and are incorporated in different regions and countries (Volkmer, 2012). It is precisely social media, which are the audio-visual products this research uses, that have evolved from the omission of LGBT characters to wider and more positive representations that are portrayed today. As Amber Leventory (2019) stating that social media also can be considered as the other platform for LGBT community to open the access to the content of LGBT without feel any worries to get mocked or harassed if they open and enjoy the content of LGBT openly.

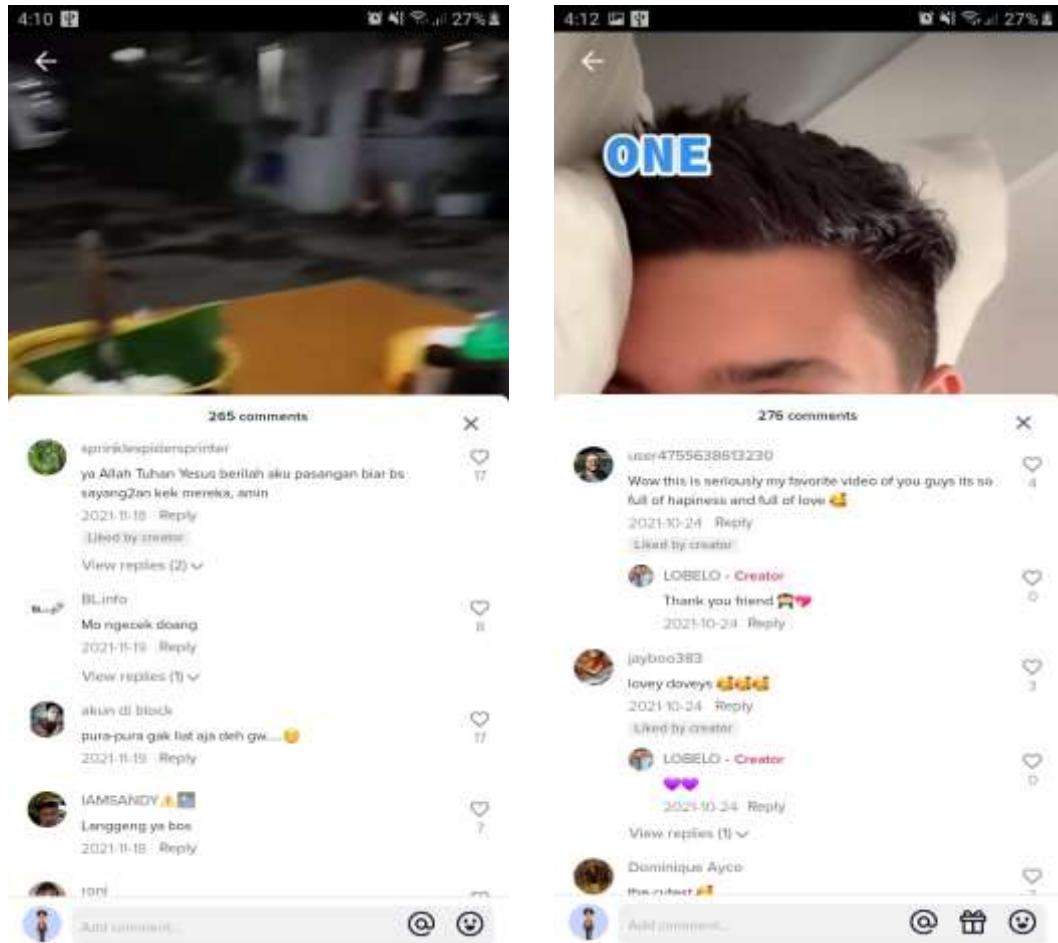
TikTok has been picked as the one of a kind of social media that has many content that uploaded with the theme of LGBT and one of the content of LGBT that being shared in TikTok was about the daily-life or the romantic couple life of the LGBT. It has gain an attention as a category of social and cultural identity that distinct from LGBT (Gray, 2009). And from the user or the couples of LGBT content creator are mostly the teenagers and adults. Both young and adults LGBT

populations have also been increasingly depicted in various types of media as LGBT representation has increased (Dhoest and Simon 2012; Meyer 2009; Sender 2012).

In this research, the writer wants to investigate the response and the emotion that came from the Netizen who fed up the content from the Gay Couple in TikTok which inspired by the previous study written by Fabienne Baiders in 2018, “Go to Hell Fucking Faggots, May You Die!” Framing in LGBT subject in Online Comments, which talk about the hate speech that being thrown off to the LGBT subject in online comments with the pragmatic approaches. And also the study that has been done by Douiji Yasmina; Moussanif Hajar and Al Moatassime Hassan in 2016 with Using YouTube Comments for Text-Based Emotion Recognition, which discussing about recognize what emotions was came from the audiences when they writing a text-based comments in YouTube.

In action, there will be a reaction. So, related to the theory that declared by Gray (2009) that TikTok was one of the social media that picked by the LGBT community as a place where they are able to expressing and showing their self freely and wise, there are some responses that came from the Netizen for the LGBT community that appeared in social media such as “*pura-pura gak liat aja deh gw*” that considered as the against and hate as the emotions behind that comments but also there are a comments that said “*Lovey Doveys*” that was taken as the fully-supported and happy emotions for them as the Netizen who was fed up by the LGBT content in TikTok.

Figure 1.1. Netizens' Comments on the content of Gay Couples in



TikTok

After seeing the comments, the writer puts interest to see the form of the Netizens' responses and the emotions behind those responses. The writer will identify the data with the Transactional Reader Response by Louise Rosenblatt (1994) Then using Richard Lazarus (1980) theory with Cognitive Appraisal Theory of Emotion to identify the emotions from the Netizens' responses for one content and using thematic analysis as the methodology of this research to

analyze the viewpoint of emotions that came from the Netizen related to the LGBT Community.

B. Problems of Study

To discover the response of the netizen about LGBT Couples, the writer must analyze the responses that came from the netizen in TikTok about the content from LGBT Couples through comment that they left in the comment section. So the problem of study that are going to discovered is:

1. What status of the responses that being given by the Netizens' for LGBT contents in TikTok?
2. How are the Cognitive Appraisal Theory of Emotions applied in this research?

C. Objectives of Study

In this study, the writer has intention to find out the objectives of this study based on the problem that was came up by the writer, which:

1. To identify the Netizens' Responses to LGBT Content in TikTok.
2. To Identify the Emotions Behind the Netizens' Responses to LGBT Content in TikTok.

D. Scope of Study

This research will use the theory from Louis Roosenblatt (1994) named The Transactional Reader Response to identify the form of the responses that being taken as the data by the writer and also the writer will be using one of the theory emotions that came from Richard Lazarus (1980) for analyzing the emotions that

being poured out through the responses by the Netizen towards LGBT contents in TikTok.

For the Limitation in this study, the writer wants to takes the content of TikTok from the American Gay Couple *@nickandant* in order to get the responses by the netizen through these couple content.

E. Significances of Study

Theoretically the significances that can be taken from this research is to give an additional understanding and also have another point of view about the issue of LGBT that recently being able to expressing their self freely and make it seems like LGBT has been normalized after it was against the norms.

And practically, this research can be used as the new sight for the writers and readers that in this world it can not be rule out the possibilities to get either the hate or the good speech through the LGBT contents and also can be find out the impact of the LGBT contents to the Netizen because as a person, we also have another view related to the LGBT Community and what reaction that we can have when it comes to the LGBT issues.