

FENOMENA ALAY DI MEDIA SOSIAL FACEBOOK: PEMAKNAAN ALAY BAGI REMAJA ALAY PENGGUNA FACEBOOK

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Abstract

Alay in recent years has become a popular culture phenomenon in Indonesia which the definition itself can be refer to fashion or style, certain genre of music, unusual way of writing, and narcissistic behavior. But later Alay often associated with something tacky or plebeian, even over time experiencing social shift into stereotype – including in cyberspace. However it is interesting – although many negative comments directed to them – this does not make the Alayers (teen or a person who consider as Alay) stop behaving as Alay. On the contrary, they proudly bear the designation as Alay.

This research - which is based on constructivism - aims to reveal what exactly Alay means to Alayers (based on their own point of views) to discover why they keep behaving as Alay though receiving negative comments, particularly in Facebook, by using Phenomenology (Schutz), as well as Interaction Symbolic Theory (Mead and Blumer) and Self Copcept (Fitts).

Keywords: *Alay, Constructivism, Phenomenology, Interaction Symbolic, Self Concept.*

LATAR BELAKANG PENELITIAN

Beberapa tahun belakangan ini Alay telah menjadi fenomena budaya populer yang tidak hanya akrab di kalangan remaja tetapi juga ditengah masyarakat Indonesia, baik yang tinggal di wilayah urban maupun sub-urban. Secara garis besar pemakaian