

ANALISIS SEMIOTIKA: REPRESENTASI “BUDAYA ASIA TENGGARA” DI YOUTUBE STANDUP COMEDIAN MRNIGELNG (UNCLE ROGER)

ABSTRAK

Uncle Roger merupakan sebuah karakter paman Asia Tenggara yang dibuat dan diperankan oleh standup comedian Inggris berkebangsaan Malaysia, Nigel Ng. Karakter ini muncul sebagai respon dari kurangnya representasi budaya Asia di Inggris yang menyebabkan banyak orang tidak memahami dan mengerti hal-hal yang berkaitan dengan budaya Asia. Konten YouTube Uncle Roger berfokus pada video reaksi humor terhadap bentuk Cultural Appropriation di video memasak masakan Asia oleh koki dan content creator barat. Penelitian ini merupakan penelitian kualitatif yang menganalisis tanda-tanda terkait representasi budaya Asia Tenggara dalam YouTube Mrnigelng (Uncle Roger) dengan menggunakan Semiotika Charles Sanders Peirce dan Intertekstualitas. Dengan dilakukannya penelitian ini ditemukan hasil bahwa karakter Uncle Roger merupakan bentuk stereotipe atas seseorang yang berasal dari Asia Tenggara. Meskipun demikian, karakter Uncle Roger hanya menggambarkan sebagian kecil dari kebudayaan Asia Tenggara yang ada. Karakter Uncle Roger lebih kuat dalam menonjolkan kebudayaan Asia Tenggara yang berasal dari latar belakang rasnya, Tionghoa serta negara asalnya, Malaysia. Dalam videonya, Uncle Roger tidak hanya merepresentasikan budaya Asia Tenggara melainkan sekaligus memberi kritik sosial terhadap kesenjangan representasi budaya Asia di Inggris.

Kata Kunci: Semiotika, Representasi, Budaya Asia



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ABSTRACT

Uncle Roger is a Southeast Asian uncle character created and played by British Malaysian stand-up comedian Nigel Ng. This character emerged as a response to the lack of representation of Asian culture in England which caused many people to not understand and understand things related to Asian culture. Uncle Roger's YouTube content focuses on videos of humorous reactions to forms of cultural appropriation in Asian cooking videos by western chefs and content creators. This research is a qualitative research that analyzes signs related to the representation of Southeast Asian culture in YouTube Mrnigelng (Uncle Roger) by using Charles Sanders Peirce's Semiotics and Intertextuality. By conducting this research it was found that Uncle Roger's character is a stereotyped form of someone who comes from Southeast Asia. Even so, the character of Uncle Roger only describes a small part of the existing Southeast Asian culture. Uncle Roger's character is stronger in highlighting Southeast Asian culture which comes from his racial background, Chinese and his country of origin, Malaysia. In his video, Uncle Roger not only represents Southeast Asian culture but at the same time provides social criticism of the tensions in the representation of Asian culture in England.

Keyword: Semiotics, Representation, Asian Culture

