

ABSTRACT

Syamsi, Ekaprilia Mutiara. 2024. Rich Brian's Resistance against Racism through Instagram. Thesis. Supervisor 1: Aidatul Chusna, S.S., M.A.. Supervisor 2: Ririn Kurnia Trisnawati, S.S., M.A.. Examiner: Dr. Lynda Susana Widya A. F., S.S., M.Hum.. Ministry of Education, Culture, Research and Technology, Jenderal Soedirman University, Faculty of Humanities, English Department, English Literature Study Program, Purwokerto, 2024.

Racism can trigger the development of an individual's cultural identity due to the inequality between ethnic minority and majority groups. Resistance is one of the stages of cultural identity development that arises when facing racism. This research aims to discover the forms of resistance shown by Rich Brian through his Instagram account. The method used in this research is a descriptive qualitative method by applying Martin & Nakayama's cultural identity theory (2010) and supported by Ellefsen et al.'s resistance theory (2022). The data source used in this research comes from Rich Brian's Instagram account with the username @brianimanuel (<https://www.instagram.com/brianimanuel/>). The data used in this study are verbal and visual components of Rich Brian's Instagram posts. The results of the analysis show that the development of Rich Brian's cultural identity occur after he experiences various forms of racism while being part of an ethnic minority in the United States. Rich Brian's Instagram account only displays four of the five resistance forms identified in Ellefsen et al.'s framework: ignoring, confronting, protesting, and sharing experiences.

Keyword: *racism, cultural identity, resistance, ethnic, Instagram.*

ABSTRAK

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Rasisme dapat memantik perkembangan identitas budaya seorang individu akibat adanya ketimpangan antara kelompok etnis minoritas dan mayoritas. Resistensi merupakan salah satu tahap perkembangan identitas budaya seorang individu yang muncul saat menghadapi rasisme. Penelitian ini bertujuan untuk mengetahui bentuk-bentuk resistensi yang ditunjukkan Rich Brian melalui akun sosial media Instagram. Metode yang digunakan dalam penelitian ini adalah metode kualitatif deskriptif dengan mengaplikasikan teori identitas budaya milik Martin & Nakayama (2010) dan didukung oleh teori resistensi milik Ellefsen et al. (2022). Sumber data yang digunakan dalam penelitian ini berasal dari akun Instagram Rich Brian dengan nama pengguna @brianimanuel (<https://www.instagram.com/brianimanuel/>). Data yang digunakan pada penelitian ini berupa komponen verbal dan visual pada unggahan akun Instagram Rich Brian. Hasil analisis menunjukkan bahwa perkembangan identitas budaya Rich Brian terjadi setelah ia mengalami berbagai bentuk rasisme selama menjadi bagian dari etnis minoritas di Amerika Serikat. Dari kelima bentuk resistensi sesuai dengan kerangka kerja Ellefsen et al., akun Instagram Rich Brian hanya menunjukkan empat bentuk, di antaranya: *ignoring*, *confronting*, *protesting*, dan *sharing experience*.

Kata kunci: *rasisme, identitas budaya, resistensi, etnis, Instagram.*