

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1. Conclusion

The development of cultural identity at the resistance stage is characterized by the rejection of values from the dominant culture due to bad experiences that occur to the individual or certain ethnic minority groups. In Rich Brian's case, his resistance stage developed due to the controversy over the use of the stage name "Rich Chigga" which is an abbreviation of the words "Chinese" and "nigga". Rich Brian is also considered to have committed cultural appropriation because he is obsessed with black culture, which is now part of American pop culture. His cultural identity as part of the Asian ethnic group began to develop when he stopped adopting black cultural elements in disrespectful and stereotypical way.

The results of the analysis in Chapter 4 show that there are four forms of resistance to racism conveyed by Rich Brian through his Instagram account: ignoring, confronting, protesting, and sharing experiences. In the first form of resistance, Brian ignores racism by disregarding the significance of police institutional racism aimed at Asian groups and constructing the caption using humor. The second form of resistance shown by Rich Brian is confronting racism by exposing the Atlanta shooting spree case. Brian uses provocative

sentences and also openly criticizes the western media as a form of siding with the victims. Rich Brian also took action by using the hashtag #StopAsianHate to show his anger over the shooting case in Atlanta. This hashtag is used by Asian ethnic groups around the world to reduce the increase in cases of racism directed at their ethnic groups due to the Covid-19 outbreak. This action is categorized as protesting racism because it is intended to gather support collectively and publicly. The last form of resistance shown by Rich Brian is sharing experiences as part of a minority group that often faces racism in the US. Rich Brian shows his integrity by sharing stories about supporting fellow minority groups while living in the US and experiencing many difficulties in adapting to a new culture.

The result of this study reveals that Rich Brian's struggle to be part of the minority group in the US is what led to his cultural identity development. Rich Brian experiences internal conflict as the result of discrimination and oppression experienced by Asian-American communities, which encourages the development of his cultural identity from the conformity stage to the resistance stage.

5.2. Recommendation

This research has produced a recommendation related to the theories used to analyze minority groups' resistance on social media. Media studies is one

theoretical approach that can be applied for further research to examine the impact of using social media as a platform for resistance. Because words and images are used to convey ideas that inspire action, media becomes one factor that helps to make information dissemination effective. Media studies can assist researchers in determining how social media can enhance online communication and foster public discourse, enabling the mass implementation of social movements.

