

**REPRESENTASI FIGUR “HANNI NEW JEANS” DALAM GERAKAN
PEREMPUAN MELAWAN:
STUDI PADA KOMUNITAS FANS BUNNIES INDONESIA DI MEDIA
SOSIAL TIKTOK**

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Abstrak

Kasus perundungan yang dialami Hanni, anggota grup vokal NewJeans, oleh manajemen ADOR dan HYBE memicu gelombang dukungan yang meluas di kalangan komunitas fans Bunnies Indonesia di media sosial TikTok, di mana figur Hanni mengalami transformasi representasi dari idola pop komersial menjadi simbol keberanian perempuan bertajuk “Perempuan Melawan”. Penelitian ini bertujuan untuk menganalisis dan mendeskripsikan bagaimana representasi figur Hanni NewJeans dikonstruksi oleh komunitas *Bunnies* Indonesia sebagai simbol keberanian dalam gerakan menyuarakan ketidakadilan dunia kerja oleh Gen Z di Indonesia. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif dan kerangka teori *encoding-decoding* Stuart Hall. Data dikumpulkan melalui wawancara mendalam terhadap 15 informan yang dipilih secara *purposive*, observasi terhadap 150 video, serta koding tematik atas data komentar TikTok. Hasil penelitian menunjukkan bahwa representasi Hanni NewJeans dikonstruksi melalui tiga praktik digital berjenjang, yaitu produksi konten, pemberian komentar bermuatan simbol, dan penyebaran ulang (*repost*), yang berlangsung melalui proses decoding oposisional terhadap kode dominan-hegemonik industri hiburan. Proses tersebut didorong oleh kedekatan parasosial dan motivasi edukatif informan. Namun, triangulasi dengan data komentar publik menunjukkan bahwa makna tersebut tidak diterima secara seragam, sehingga representasi ini lebih tepat dipahami sebagai makna yang terus diperjuangkan (*contested meaning-making*). Penelitian ini juga menemukan bahwa seluruh praktik representasi berlangsung sepenuhnya sebagai aktivisme digital tanpa bukti keterlibatan informan pada aksi terorganisir di ruang fisik.

Kata Kunci: representasi, *encoding-decoding*, Hanni NewJeans, *Bunnies* Indonesia, TikTok, aktivisme digital.

**REPRESENTATION OF THE FIGURE OF HANNI FROM NEWJEANS IN
THE WOMEN'S RESISTANCE MOVEMENT:**

**A STUDY OF THE INDONESIAN BUNNIES FAN COMMUNITY ON
TIKTOK SOCIAL MEDIA**

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Abstract

The bullying case experienced by Hanni, a member of the girl group NewJeans, at the hands of ADOR and HYBE's management triggered widespread support among the Indonesian Bunnies fan community on TikTok, in which Hanni's figure underwent a representational transformation from a commercial pop idol into a symbol of women's courage titled "Perempuan Melawan" (Women Who Fight). This study aims to analyze and describe how the representation of Hanni NewJeans is constructed by the Indonesian Bunnies community as a symbol of courage within the movement voicing workplace injustice among Indonesian Gen Z. This study employs a qualitative method with a descriptive approach, guided by Stuart Hall's encoding-decoding theoretical framework. Data were collected through in-depth interviews with 15 purposively selected informants, observation of 150 videos, and thematic coding of TikTok comment data. The findings show that the representation of Hanni NewJeans is constructed through three interconnected digital practices: content production, symbol-laden commenting, and reposting, which occur through an oppositional decoding of the entertainment industry's dominant-hegemonic code. This process is driven by informants' parasocial closeness and educational motivation. However, triangulation with public comment data reveals that this meaning is not uniformly accepted, so the representation is better understood as an ongoing contested meaning-making process. This study also finds that all representational practices occur entirely as digital activism, with no evidence of informants' involvement in organized offline action.

Keywords: representation, encoding-decoding, Hanni NewJeans, Bunnies Indonesia, TikTok, digital activism.