

ABSTRAK

Perkembangan media sosial yang pesat membuat Korean Wave menyebar sehingga menciptakan fenomena *roleplayer*. *Roleplayer* dalam media sosial yaitu bagaimana para penggemar memainkan peran idolanya. Penelitian ini bertujuan untuk mengetahui bagaimana para pelaku *roleplayer* mempresentasikan diri mereka saat bermain menggunakan identitas idola korea dan untuk mengetahui motivasi pelaku *roleplayer* dalam bermain peran sebagai idola tersebut di media sosial Instagram. Metode yang digunakan adalah penelitian kualitatif dengan pendekatan deskriptif, mengumpulkan data lewat hasil wawancara, observasi dan dokumentasi. Peneliti memperoleh hasil penelitian bahwa pelaku *roleplayer* mempresentasikan dirinya sesuai dengan tiga karakter yaitu *in character*, *on character* dan *out of character*. Motivasi yang melandasi pelaku menjadi *roleplayer* yaitu untuk mengisi waktu luang dan menyalurkan imajinasi tentang idola mereka. Sesuai dengan teori dramaturgi yang dikemukakan oleh Erving Goffman, dimana pelaku *roleplayer* memiliki kesenjangan antara kepribadian di dunia *roleplay* dan di kehidupan nyata.

Kata kunci : Representasi Diri, Roleplayer, Media Sosial *Instagram*

ABSTRACT

The rapid development of social media makes a huge spread on Korean Wave so it creates a phenomenon of roleplayer. Roleplayer in social media is how the fans play the role of their idols. This research intends to discover how the roleplayer performer represent their self while using Korean idol identity and to find out the motivation of the roleplayer performer on doing a role as their idol on social media, in this case on Instagram. The method used in this research is qualitative research with the descriptive approach, the data collected from interview results, observation, and documentation. Researcher obtains the results that the roleplayer performer represents their self as three characters, that is in character, on character, and out character. The motivation that leads to the performer to do roleplaying is to fill their spare time and channel their imagination about their idol. Corresponding with the dramaturgy theory by Erving Goffman, where the performer od roleplayer has a gap in their personality in their roleplayer world, and in real life.

Key word : Representation, Roleplayer, Social Media Instagram