

ABSTRAK

Muhammad Danendra Ananta Lintang: Representasi *Citizen Journalism* dalam Serial Film Dokumenter *Don't Fk With Cats* (Analisis Semiotika Roland Barthes)**

Serial film dokumenter *Don't F**k With Cats* merupakan sebuah serial dokumenter yang mencoba menggambarkan kembali kasus pembunuhan pada tahun 2012 oleh Luka Magnotta melalui sudut pandang warganet yang menyelidiki hingga kepolisian yang menangani kasus. Dari film ini terdapat representasi *citizen journalism* yang hadir melalui proses penelusuran pelaku oleh warganet. Proses warganet itu antara lain ialah menghimpun informasi, berbagi informasi, reportase, dan menyebarkan informasi yang dihimpun sehingga pelaku dapat diringkus pihak berwenang.

Penelitian ini bertujuan untuk mengidentifikasi tingkat makna denotasi mengenai representasi *citizen journalism* dalam serial film dokumenter *Don't F**k With Cats*, mengidentifikasi tingkat makna konotasi mengenai representasi *citizen journalism* dalam serial film dokumenter *Don't F**k With Cats*, dan mengidentifikasi tingkat makna mitos mengenai representasi *citizen journalism* dalam serial film dokumenter *Don't F**k With Cats*.

Penelitian ini menerapkan teori dan metode penelitian analisis semiotika Roland Barthes dengan unit penanda berwujud sembilan cuplikan visual adegan dan dialog adegan yang disajikan dalam serial film tersebut yang dapat merepresentasikan *citizen journalism* dalam aktivitas warganet menyelidiki pelaku pembunuhan dalam sebuah video yang beredar di internet.

Hasil penelitian mengidentifikasi sembilan adegan yang menunjukkan kehadiran *citizen journalism* dalam serial film dokumenter *Don't F**k With Cats*. Hal itu, disimpulkan melalui tiga butir konsep makna semiotika Roland Barthes sebagai berikut. *Pertama*, makna denotasi yang ditampilkan secara keseluruhan menunjukkan upaya sekelompok warganet dalam mengungkap pelaku pembunuhan dalam video yang beredar di internet secara kolektif melalui grup *Find the Vacuumer... For Great Justice* dan *ABP_Luka_Intel*. *Kedua*, makna konotasi dalam film ini menunjukkan bahwa tindakan yang dilakukan oleh warganet bukanlah tindakan penyelidikan amatir belaka namun merupakan tindakan *citizen journalism*. *Ketiga*, makna mitos dalam penelitian ini membongkar bagaimana peranan teknologi dan moralitas membangun pandangan masyarakat terhadap nilai tindakan keadilan yang dilakukan di dalam ruang maya (internet). Secara keseluruhan film ini menunjukkan potensi positif *citizen journalism* dan teknologi internet dalam menegakkan keadilan. Namun di sisi lain, ia juga menyingkap potensi bahaya vigilantisme atau main hakim sendiri, manipulasi narasi, dan rapuhnya privasi di era digital.

Kata Kunci: *Citizen Journalism*, Semiotika Roland Barthes, Serial Film Dokumenter *Don't F**k With Cats*

ABSTRACT

Muhammad Danendra Ananta Lintang: Representation of Citizen Journalism in the Documentary Series Don't F**k With Cats (Roland Barthes' Semiotics Analysis)

*The documentary series Don't F**k With Cats is a documentary series that attempts to recreate the 2012 murder case by Luka Magnotta through the perspective of netizens investigating the case and the police handling it. From this film, there is a representation of citizen journalism that is present through the process of tracking down the perpetrator by netizens. The process undertaken by netizens includes gathering information, sharing information, reporting, and disseminating the gathered information so that the perpetrator can be apprehended by the authorities. This study aims to identify the denotative meaning of the representation of citizen journalism in the documentary film series Don't F**k With Cats, identify the connotative meaning of the representation of citizen journalism in the documentary film series Don't F**k With Cats, and identify the mythical meaning of the representation of citizen journalism in the documentary film series Don't F**k With Cats.*

This study applies Roland Barthes' semiotic analysis theory and research method with nine visual clips of scenes and dialogue presented in the film series that can represent citizen journalism in the activities of netizens investigating the perpetrator of a murder in a video circulating on the internet.

*The research results identified nine scenes that show the presence of citizen journalism in the documentary film series Don't F**k With Cats. This was concluded through three points of Roland Barthes' semiotic meaning concepts as follows. First, the denotative meaning displayed as a whole shows the efforts of a group of netizens in collectively uncovering the perpetrator of a murder in a video circulating on the internet through the group Find the Vacuumer... For Great Justice and ABP_Luka_Intel. Second, the connotative meaning in this film shows that the actions taken by netizens were not merely amateur investigations but acts of citizen journalism. Third, the mythical meaning in this study reveals how technology and morality shape society's view of the value of justice in cyberspace (the internet). Overall, this film highlights the positive potential of citizen journalism and internet technology in upholding justice. However, it also exposes the potential dangers of vigilantism or taking the law into one's own hands, narrative manipulation, and the fragility of privacy in the digital age.*

Keywords: Citizen Journalism, Roland Barthes' Semiotics, Documentary Series Don't F**k With Cats