

Research Title : Understanding the Communication Mechanism of Negotiating Fujoshi Identity in family, work colleagues, groups and social media

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ABSTRACT

This study aims to understand the communication mechanism of negotiating Fujoshi identity in family, work colleagues, groups and social media. The concept of negotiation is definition of transactional interaction process which individuals in an intercultural situation tries to assert, define, modify, challenges and support their self-image. Fujoshi's identity is labeling women who love boys love or homosexual stories, and some opinion called it rotten girl. The labeling stereotype of Fujoshi's identity is known negatively because it likes homosexual stories that are considered strange, so there is a rejection of Fujoshi individuals by giving judgments if fujoshi individuals have mental illness, are considered disgusting and their sexualorientation is doubtful. Ideal identity should be respected but there are some identities that mustbe negotiated because their values are not in accordance with dominant thinking. This identity influences how individuals interact with the people around them and social media where these individuals try to assert, define, modify, challenges and support their self-image.

Fujoshi identity born form Japan popular culture around 1970 and addressed for weomen manga readers in Japan. But current development fujoshi identity spread around the world and not only addressed for women manga readers but also for women who love boys love story included anime, manga, movie, fanfiction, doujinshi, and drama. Fujoshi identity get rejected from peoples who has thought each human must like their opposite sex. But fujoshi identity assert *sex is seen as binary biological given you areborn female or male and then gender is the culture component which is socialised into personon that basis* (Gauntlett,2008:148).

Based on the experience of individual fujoshi in finding obstacles to displaying identity, it is interesting to study by looking at the communication process of negotiating fujoshi identity within the family, work colleagues, groups and social media. The experience of showing fujoshi identity in interacting

becomes an understanding to understand the process of identity negotiation as a form of affirming, defining, modifying, challenges and support their self-image to gain recognition. The purpose of this study is to describe the communication mechanism of fujoshi identity negotiation in the outside environment, work colleagues, groups and social media.

This research uses constructivist paradigm and phenomenology method with descriptive research type. The theory used in this research is the identity negotiation theory to analyze the findings.

The results of this study are the essence of informants' experience in fujoshi identity negotiation communication, namely displaying different identities in family, friends, groups and social media as a form of affirmation, definition and modification of identity to gain support and recognition of identity as Fujoshi. The informant's behavior is the way the informant covers his Fujoshi identity and displays social identity in the family environment and coworkers to get recognition of the identity they use. Whereas on social media, informants get support from other fujoshi individuals so that informants find freedom in expressing behaviors that support their identity as fujoshi. It was found several factors that made informants communicate identity negotiation, namely anxiety will get denial of identity, maintain self-esteem as social beings and avoid conflict with other individuals

The conclusion of this study are individual fujoshi created some identity to assert, define, modify, challenges and support their self-image. The identities formed in the identity negotiations carried out by the individual fujoshi are identity as a fan of Japanese popular culture in the family and work environment, identity as a heterosexual woman in the work environment, identity as fujoshi in the work environment and social media.

keywords: identity negotiation, fujoshi individuals, boys love, identity fujoshi,