

ABSTRAK

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Representasi Realitas Sosial Etnis Jawa Pinggiran dalam Film *Yowis Ben*

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Di Indonesia, media kerap menampilkan persoalan etnis, salah satunya yaitu sebuah film. Representasi etnis Jawa digambarkan dengan sosok berlatar belakang pas-pasan, *ndeso*, serta mudah dibodohi seolah menggambarkan keterbelakangan kehidupan etnis Jawa. Karakter etnis Jawa mudah teridentifikasi sebagai subjek yang terintimidasi.

Akhir-akhir ini mulai bermunculan film-film Indonesia berbahasa daerah, termasuk film berbahasa Jawa. Salah satu film berbahasa Jawa yang menuai kontroversi yakni Film *Yowis Ben*. Dirilis tanggal 22 Februari 2018, film yang disutradarai, ditulis, sekaligus diperankan oleh Bayu Eko Moektito (Bayu Skak) justru mendapatkan banyak komentar negatif. Alih-alih mampu membuat etnis Jawa dipandang superior seperti tujuan film ini dibuat, Bayu Skak justru terjebak dalam konstruksi yang dibangun kelompok dominan selama ini. Sehingga etnis Jawa tetap pada posisi inferior.

Penelitian ini bertujuan untuk mengetahui bagaimana bentuk representasi inferioritas etnis Jawa dalam Film *Yowis Ben*. Metode penelitian yang digunakan dalam penelitian ini adalah metode semiotika dari John Fiske, yang terbagi dalam tiga level yakni level realitas, level representasi, dan level ideologi. Film *Yowis Ben* karya Bayu Skak produksi Starvision menjadi objek penelitian dalam penelitian ini. Penelitian ini menemukan bahwa masyarakat Jawa pinggiran mengalami *inferiority complex*. Hal ini terbukti dari Bayu Skak yang menjadi masyarakat tersebut merepresentasikan etnis Jawa sudah kehilangan kepercayaan diri. Untuk menjadi superior, mereka harus menjadi pengikut kaum dominan, warga ibu kota, Jakarta.

Kata Kunci: Representasi, Etnis Jawa, Film, *Yowis Ben*, Starvision, Bayu Skak

ABSTRACT

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Representation of Social Reality of Periphery Javanese Ethnic in The Yowis Ben Movie

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In Indonesia, the media often presents ethnic issues, one of which is a film. Javanese ethnic representation is depicted by a figure of mediocre background, rustic, and easily fooled as if describing the backwardness of Javanese ethnic life. Javanese ethnic characters are easily identified as intimidated subjects.

Lately Indonesian films in regional languages have begun to appear, including Javanese films. One of the Javanese films that caused controversy was Yowis Ben's film. Released on February 22, 2018, the film directed, written, and played by Bayu Eko Moektito (Bayu Skak) actually received a lot of negative comments. Instead of being able to make the Javanese ethnic to be considered superior as the purpose of this film was made, Bayu Skak was actually trapped in the construction built by the dominant group so far. So that the Javanese remain in an inferior position.

This study aims to determine how the forms of representation of Javanese ethnic inferiority in the Yowis Ben Film. The research method used in this study is the semiotic method of John Fiske, which is divided into three levels, namely the level of reality, the level of representation, and the level of ideology. Bayu Skak's Yowis Ben film, produced by Starvision, is the object of research in this study. This research found that peripheral Javanese people suffer from inferiority complex. This is evident from Bayu Skak, who is a community that represents Javanese ethnicity and has lost confidence. To be superior, they must be followers of the dominant, citizens of the capital, Jakarta.

Keywords: Representation, Javanese Ethnic, Film, Yowis Ben, Starvision, Bayu Skak