BAB 5

Kesimpulan dan Saran

5.1 Kesimpulan

Saya akan memaparkan kembali beberapa hal penting dalam penelitian ini. Sebelumnya saya akan mengulas kembali visibilitas identitas sosial seorang pembaca buku yang ada di ruang urban kepada seorang influencer atau tokoh publik di era digital saat ini. Hal tersebut sebagai latar belakang penelitian saya yang akan membawa pada wacana komunalitas individualitas yang saling terkait dalam konstruksi identitas kultural pada pembaca buku.

Komunitas buku menjadi tempat interaksi sosial setiap individu yang memiliki hobi membaca buku. Setiap komunitas buku memiliki ciri yang berbeda dalam ragam aktivitasnya seperti diskusi, bedah buku, target membaca, membuat ulasan buku dan lainnya. Komunitas buku biasanya cenderung pada salah satu genre, tetapi banyak juga komunitas buku di Indonesia yang memilih netral.

Hadirnya Bookstagram merupakan istilah buku instagram, yaitu akun khusus memposting ulasan buku. Sedangkan bookstagrammer beberapa tahun terakhir sebagai influencer di antara para pegiat literasi. Bookstagrammer seperti influencer lainnya yang dapat mempengaruhi pengikutnya terhadap aktivitas yang ia lakukan. Dalam hal ini bookstagrammer banyak mempengaruhi pengikutnya untuk membaca buku yang direkomendasikannya dalam ulasan singkat pada postingannya. Selain itu bookstagram juga dapat mengajak pengikutnya untuk mengikuti kegiatan-kegiatan komunitas membaca sehingga keberadaan bookstagram menjadi penting dan sangat membantu penerbit dan penulis untuk mempromosikan buku mereka.

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Dengan adanya saling keterkaitan komunal dan individual ini yang menjadi faktor awal tumbuhnya subjektivitas dan identitas bagi pembaca buku. Isu-isu subjektivitas identitas yang dihadirkan yaitu konstruksi identitas kultural yang bersifat antiesensialisme. Dalam representasi identitas kultural pada subjek pembaca buku ditemukan genre sebagai makna atau simbol yang dapat mempengaruhi pembaca buku pada konstruksi identitasnya sebagai penanda bahwa si pembaca buku memiliki *lifestyle* hingga *way of life* tertentu yang bisa diidentifikasi dari buku bacaan yang dibaca olehnya. Sebagai pembaca buku bukan sekadar hobi ataupun aktivitas di waktu luang saja.

Pada bahasa berhubungan dengan identitas kultural. Tidak akan ada identitas seseorang tanpa bahasa. Saat ini genre bahasa pada buku yang banyak digunakan pada masyarakat Indonesia adalah Bahasa Indonesia dan Bahasa Inggris, dipengaruhi oleh cara individu memperoleh bahasa tersebut. Hal ini yang menyebabkan Bahasa Inggris sebagai Bahasa asing terlihat superior, karena mayoritas penduduk Indonesia belum fasih berbahasa Inggris, atau bahkan masih banyak yang tidak bisa sama sekali. Sehingga masyarakat masih memandang bahwa buku bahasa Inggris itu mahal, atau si pembaca ingin terlihat intelektualnya yang bagus. Bahasa menjadi sebagai alat konstruksi identitas yang sifatnya juga antiesensialisme.

Dalam genre buku terdapat representasi identitas yang menjadi cara hidup (*Way of life*) sehingga menghasilkan gaya hidup dan kesenangan. Pemilihan genre buku kepada individu tak luput hasil dari konstruksi wacana dengan

keluarga, pendidikan, pekerjaan, hingga berpengaruh terhadap lingkungan. Sehingga genre menjadi simbol representasi sosial seseorang.

Dari pemaparan di atas dapat disimpulkan bahwa pembaca buku berbahasa Inggris sebagai representasi identitas kultural bukanlah suatu wacana yang dominan dalam kehidupan masyarakat urban, melainkan hanya sebagai identitas sosial individu yang kultural dan bersifat antiesensialisme. Selain itu pembaca buku erat kaitannya dengan wacana komunalitasnya, dan genre sebagai simbol dari representasi yang mengonstruksi identitasnya.

Melalui komunalitas dan individualitas yang saling bertransformasi untuk menyesuaikan waktu dan tempat mengikuti arus globalisasi, memang sangat berhubungan dengan identitas pembaca buku sebagai identitas kultural yang antiesensialisme.

Adapun kekurangan pada penelitian ini yaitu kurang mengeksplorasi lebih dalam tentang penelitian sebelumnya yang sesuai dengan penelitian ini. Selain itu sulitnya mencari sumber keadaan komunal di Bekasi. Sehingga penelitian ini belum sepenuhnya memetakan budaya membaca buku yang spesifik di Bekasi. Dalam menggunakan teori subjektivitas dan identitas masih berfokus pada satu isu, dan belum dapat mengembangkannya lebih besar dalam isu lainnya.

5.2 Saran

Saran bagi peneliti lainnya yang akan melakukan penelitian menggunakan metode etnografi atau ingin melakukan penelitian serupa, usahakan lebih mengeksplorasi jawaban partisipan lebih mendalam hingga partisipan dapat mengartikulasi

dirinya, dan juga penting untuk melihat latar belakangnya sehingga antara satu

partisipan dengan partisipan memiliki jawaban yang saling berkaitan.

Research Summary

The visibility of a book reader can produce phenomena in society, such as the phenomenon of mutual sarcasm between state officials about their reading books. This phenomenon shows that the books they read are better than one another. By reading political books and speaking English, it can be seen that the official has broad insight. Meanwhile, when reading fiction or comics with a storyline that is just for entertainment, it can be seen that the official is someone whose insight is doubtful. The genre of the book can be a representation of identity for the reader of the book. So genre can become a symbol of social identity and can even become a political identity. My research background will lead to the discourse of individuality commonality, which is interrelated with the construction of cultural identity among book readers.

There is a phenomenon between officials regarding the genre of books they read or public figures who post their reading books, and it turns out that they have a significant influence on society. So I often observe literacy activists on social media, especially *bookstagrammers*, who have a *bookstagram account* or an Instagram account devoted to posting reviews of books they have read.

This *bookstagrammer* turned out to be growing during the pandemic. Like other *influencers* or *celebgram*, *bookstagrammers* can influence their followers to read the books they have reviewed. Bookstagram and other social media can also become unique mediums for reviewing books, such as *TikTok* becoming *BookTok* or *Twitter* becoming *BookTweet*.

In this research, I focus on book readers, especially literacy activists, with a *bookstagram*. Because *bookstagram* has considerable influence from posting aesthetic-looking photos of books and short reviews, it looks more attractive than seeing reviews from bloggers or *Goodreads,* which are made explicitly for book reviews. In this study, I interviewed respondents who have a hobby of reading English books, and some bookstagrammers act *as* literacy activists to observe their daily pattern of reading books and the discourse of their cultural reading practices so that they can find out the inter-communal and personal interrelationships in culture. Read. Then the Representation of identity is dismantled using issues of subjectivity and identity related to the genre. From this research, I have focused on research questions: how literacy activists present discourse on the daily patterns of reading books. How do English books represent identity for literacy activists? So that I can find out about cultural practices related to the discourse of increasing the culture of reading books in Indonesia from the daily patterns of literacy activists in reading books and also know that English-language books can become an identity, cultural practice, and lifestyle for literacy activists.

The general discussion in this study is that reading English books can create social identity in urban communities. Based on the phenomenon above, in analyzing the social identity of readers of English books, I use Stuart Hall's critical analysis to analyze the representations of his book entitled *The Work . of Representation* (1997). Stuart Hall states that Representation refers to the construction of all forms of media on all aspects of reality, such as people, objects, events, and cultural identity. Representation is presenting or describing

something, be it an event, person, or object, through something other than himself, usually in the form of a sign or symbol.

In addition, I use Michel Foucault's critical exposure to analyze the discourse on subjectivity and identity in the English-speaking community of book readers. In Foucault's perspective, discourse is about the relationship between knowledge and power. Power in Foucault's concept is not interpreted as ownership but is practiced in a scope where many positions are strategically related. The concept of subjectivity and identity for Foucault is the production of discourse. There are three focuses of Foucault's (1977) disciplinary discourse related to subjectivity, namely: (1) knowledge, (2) self-technique, and (3) dividing practice.

I used ethnographic methods in this study through various series such as observation and interviews. Besides that, I also use archiving methods through various media such as journals, web articles, and books to support my research. First observation. I asked several questions regarding the participants' experiences of their habits in reading English books. Such as their motivation for reading English books, how often they read English books, how they get access to English books, the genre preferred, whether they follow the literacy community, and their views on the culture of reading books, especially English books, in society. Urban Bekasi. Third, archiving. Not only looking for participants; I am also looking for data on communal reading literacy activities in Bekasi, such as book reviews in recent years, to find out how much activity there is from reading literacy communities in Bekasi.

The cultural practices of reading continue to transform with the times and need to be explored in terms of cultural analysis because reading books can be interpreted as a cultural identity. The book community is a place for social interaction for every individual who has a hobby of reading books. Each book community has different characteristics in various activities such as discussions, book reviews, reading targets, making book reviews, and others. The book community usually tends towards one genre, but many book communities in Indonesia choose neutral.

The presence of Bookstagram is an Instagram book account, which is a particular account for posting book reviews. Meanwhile, in recent years bookstagrammer has become an influencer among literacy activists. Bookstagrammer is like any other influencer who can influence his followers through his activities. In this case, the bookstagrammer influences many of his followers to read the books he recommends in the short reviews on his posts. Besides that, Bookstagram can also invite its followers to participate in reading community activities, so its existence of Bookstagram is essential and helps publishers and writers promote their books.

Communal and individual interrelationships are the initial factor in the growth of subjectivity and identity for book readers. Issues of identity subjectivity that are presented are the construction of cultural identity that is anti-essentialism. In the Representation of cultural identity on the subject of book readers, the genre is found as a meaning or symbol that can influence the book reader in the construction of his identity as a marker that the book reader has a *lifestyle* to a *way of life* that can be identified from the reading books he read. Being a book reader

is more than just a hobby or an activity in your free time. Language is related to cultural identity. There will be no one's identity without language. Currently, the language genres in books widely used in Indonesian society are Indonesian and English, influenced by how individuals acquire these languages. Because English as a foreign language appears superior because most Indonesian population needs to be fluent in English, or even many cannot speak it. So people still think English books are expensive or the reader wants to look good intellectually. Language becomes an identity construction tool that is also anti-essentialism.

In the book genre, there is a representation of identity that becomes a way of life (*Way of life*), resulting in lifestyle and fun. The choice of book genres for individuals is not spared from the results of discourse construction with family, education, and work, to the effect on the environment so that the genre becomes a symbol of one's social Representation.

From the explanation above, readers of English books as a representation of cultural identity are not a dominant discourse in urban society but only as individual social identities that are cultural and anti-essential. In addition, book readers are closely related to their communal discourse and genre as a symbol of Representation that constructs their identity.

Through commonality and individuality, which transform each other to adjust to the time and place to follow the flow of globalization, it is indeed very much related to the identity of book readers as an anti-essentialist cultural identity.