

## THE LIFESTYLE REPRESENTATION OF LESBIAN COUPLES MARRIAGE IN A PERSPECTIVE OF POST-MODERN CULTURAL ON ANGELIS AND NINA'S YOUTUBE CHANNEL VIDEOS USING JOHN FISKE SEMIOTICS ANALYSIS

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### ABSTRACT

*Youtube is one of Social media type which comes from social structures that are formed in the network or the internet. Information becomes an important entity from social media, information becomes a commodity in the information society (information society). This research deals with the meaning generated by videos uploaded to the Nina and Angelis youtube channels. This study aims to find out the lifestyle of Lesbian Couples in the American Post-Modern Cultural Perspective in the Angelis and Nina's Youtube Video. The research question posed is "how is The Lifestyle Representation of Lesbian Couples Marriage in a Perspective of Post-Modern Cultural on Angelis and Nina's Youtube Channel Videos Using John Fiske Semiotics Analysis?". The research method used is qualitative, using the John Fiske Semiotic Analysis (television code) which includes the level of reality, level of representation and level of ideology. The results of this study found that at the level of reality, representations of marriage lifestyles such as Nina and Angelis in postmodern culture in America describe behaviors that describe pleasure (hedonism) that leads to happiness (eudemonism). While at the level of representation, popular culture illustrated through camera techniques focuses on behavior, such as the lifestyle of same-sex lesbian couples or other support for LGBT. At the ideological level, social media, especially youtube, produces a culture of postmodernism. In lesbian marriage lifestyle videos Nina and Angelis describe the existence of neo-liberalism ideology that is related to the unlimited freedom of individuals in the virtual world so that good or bad things can still be done without any resistance. In addition, there is also a neo-capitalism ideology that is portrayed in the lifestyle of lesbian marriage Nina and Angelis, is the use of products by utilizing technology, but it makes a person become dependent or the emergence of a consumer attitude. Use of online sales applications and e-money in online businesses that have become a habit of Americans. The easier products and services are marketed through these time and space boundaries, even the promotion of culture is constructed in the lifestyle of Nina and Angelis on social media, the greater the postmodernism culture created to become a trend among the virtual world and the real world.*

Key word : Life style of same-sex marriage, Youtube, Postmodern Culture, Semiotics of John Fiske

### INTRODUCTION

YouTube is a video sharing website created by three former PayPal employees in February 2005. This site allows users to upload, watch and share videos (Hopkins, Jim (October 11, 2006). "Surprise! There's a third YouTube co-founder ". USA Today. Accessed November 29, 2008) The company is headquartered in San Bruno, California, and uses Adobe Flash Video and HTML5 technology to display a variety of user-made video content, including movie clips, TV clips and music videos. In addition, there are also amateur content such as video blogs, short original videos and educational videos.

Youtuber is the term of active user users or connoisseurs of YouTube. The information submitted is varied, YouTube viewers are free to choose the information they want or need. Currently, YouTube has been sponsored or advertised before watching or when the video is being watched. YouTube becomes a new media for advertising. Social media is considered a cultural entity to connect people with culture. The development of social media makes every communication process easily accessible, such as culture that is one of the messages that can be consumed by the public widely and easily. Submission of messages in media products gives people the choice to consume the culture in social media, especially YouTube.

This study used John Fiske's semiotic analysis which focuses on Media Representation, where the codes that appear, are used interrelated so that a meaning is formed. A reality does not only appear through codes that arise, but also processed through a sense according to references owned by youtuber, so that a code will be perceived differently by each person. The research question posed is "how is The Lifestyle Representation of Lesbian Couples Marriage in a Perspective of Post-Modern Cultural on Angelis and Nina's Youtube Channel Videos Using John Fiske Semiotics Analysis?"

### RESEARCH METHOD

YouTube show is as one of the results of construction on the YouTube channel owners, Nina and Angelis on social reality, therefore this study used the constructivism paradigm so that researcher can understand and interpret social actors and the construction of reality that occurs in the social environment under study. Researcher made direct observations so that the findings or observations were subjective and created based on the data obtained. Researcher tried to interpret the social reality

contained in the uploaded videos of Nina and Angelis on her YouTube Channel, namely the phenomenon of similar marriage lifestyles in America.

This study used a qualitative approach. "A qualitative approach is a process of research and understanding based on methodology that investigates a social phenomenon and human problems" (Noor, 2011: 34). Researcher used a qualitative research approach because researcher would like to express how social symptoms in society by understanding the meaning that exists in the social environment and by understanding every social interaction that occurs in society. So that researcher was able to interpret the representation of reality that actually occurs in the community which is reflected in lifestyle videos of lesbian couples Nina and Angelis who are officially married in America.

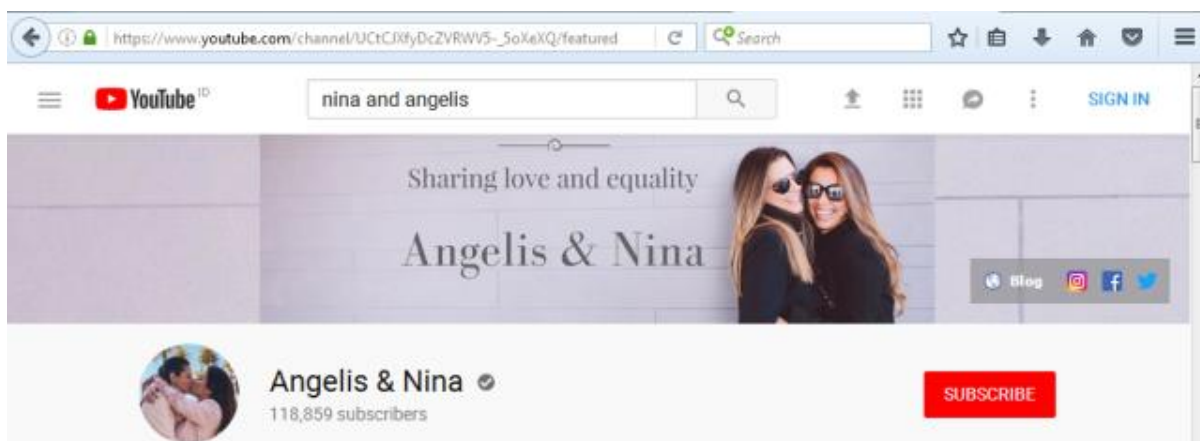
Researchers used semiotic analysis methods to find out the representation of American popular culture in Angelis and Nina's Video. "According to John Fiske, semiotics is the study of the signs and meanings of the sign system, the science of signs about how signs and meanings are built in the media" text "or the study of how signs of any type of work in society communicate meaning" (Vera, 2014: 34). YouTube channels create an opportunity for someone to have a private TV channel, or community TV. Therefore, the Semiotics used in this study is John Fiske Semiotics or The Codes of Television which consists of three levels, namely the level of reality (Reality), the level of Representation (Representation) and the level of Ideology (Ideology). Reality level can be seen from the social code that is marked as reality such as the appearance of clothing, environment, behavior, conversation, gestures, expressions, and so on. At the level of representation, reality is encoded in technical codes such as cameras, lighting, editing, music and sound. In the third level, it is inevitable that the possibility of incorporating ideology into the construction of reality (Fiske, 1987 in Vera, 2014: 35-36).

The collected data requires validity, so the researcher used triangulation analysis, which analyzes the subject's answers by examining the truth with empirical data (other data sources) available. Here the answer to the subject is cross-checked with the existing documents (Kriyantono, 2015: 72-73). Triangulation used is time triangulation, because researcher needed a process to observe which was not only once conducted and analyze which scenes representing postmodern culture in America in a lifestyle video of lesbian couples Nina and Angelis who are married and live together.

## RESEARCH FINDINGS AND DISCUSSIONS

Angelis and Nina fall in love without even understanding each other. Those women are from two very different cultures are now bound by love, passion, respect and willingness to build an extraordinary life together. Currently, Nina and Angelis Settle in Los Angeles. Angelis and Nina create and manage Youtube Channels themed "Sharing Love and Equalit".

**Figure 1: Channel Youtube Nina dan Angelis Sharing Love and Equality**

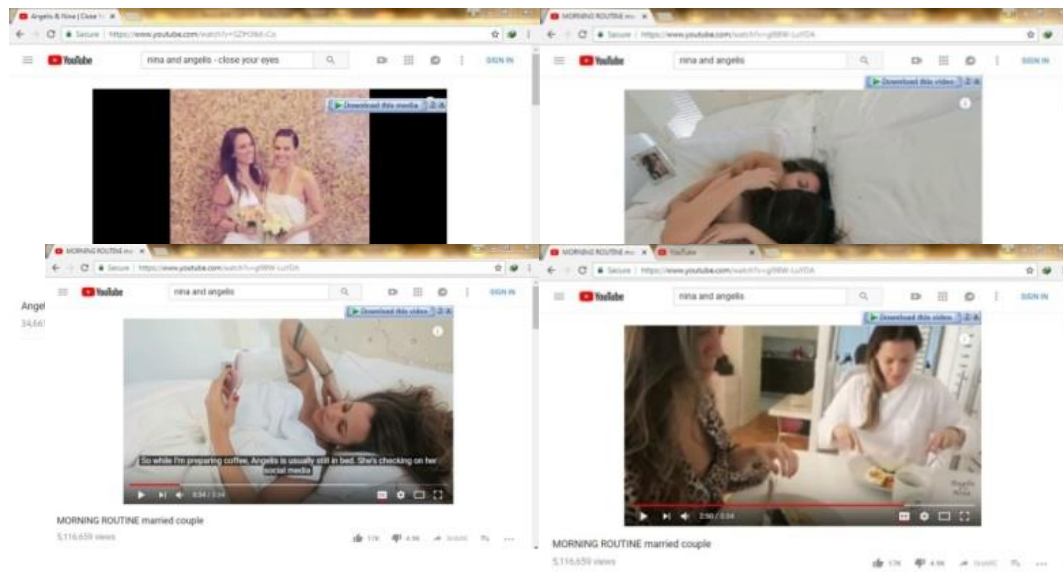


The previous same-sex marriages are only legal in 36 states. Through the Court's decision, revoked the ban on same-sex marriage applied by 14 states. The Supreme Court of America Legalizes the Marriage of Fellow Types). The author is named Ericssen, Singaporean contributor states that "Washington DC.com - the Supreme Court (MA) of the United States legalized same-sex marriage in 50 states through a historic decision on Friday (06/26/2015) local time"

Based on the results of the study, researcher found several scenes in the video of Nina and Angelis which showed a representation of postmodern culture in America. John Fiske reveals popular culture can be seen from cultural commodities, popular pleasures, popular discrimination and popular productivity. So that the results of research that illustrate the representation of American popular culture, are more related to popular pleasures and cultural commodities. John Fiske's semiotics with television codes helps to analyze the representation of American popular culture through three levels, which can be described as follows:

### 1. Level of Reality

Figure 2: Reality Level, Lifestyle of Nina and Anglis, Lesbian Couples Marriage



Every morning, every married couple has Romantic Behavior. Every morning, every married couple has daily habits with their partners. Here are the routines every morning as lesbian couples who are married and live together, among others:

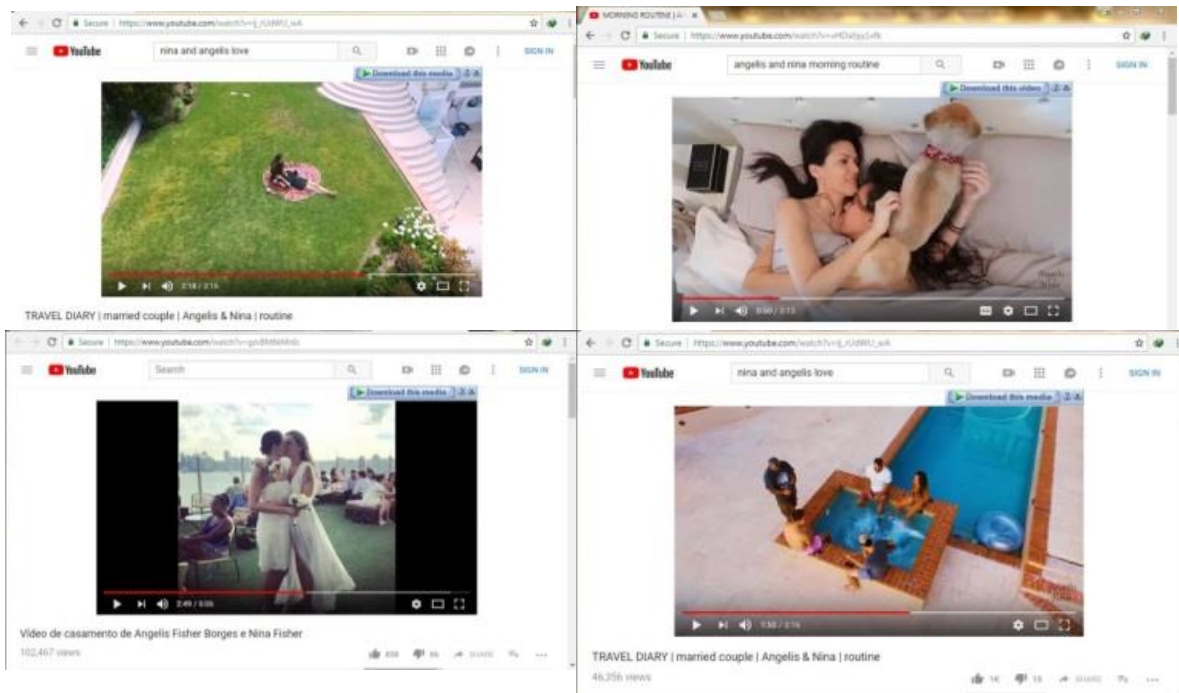
1. Hugs and Kisses, social media and games.  
Nina and Angelis tell the romantic story of lesbian couples who get married when waking up without clothes hugging each other and kissing while still wrapped in a bed. His pet dog also hugged together with Nina and Angelis. Usually Angelis checks social media and plays online games while waiting for coffee from Nina.
2. Nina Make breakfast for Angelis.  
Nina does the morning routine of cooking breakfast for both before starting work.
3. Breakfast together is very important.  
Breakfast becomes very important for both of them, because they can sit together and enjoy it
4. Start work with a laptop at home  
Nina and Angelis start to turn on the Laptop and started working, sometimes Angelis teased Nina with her fad

Analysis of the results of observations in the YouTube video, regarding the behavior of Nina and Angelis as lesbian couples who are married and live together shows the habits that are often carried out by couples in general, start waking up in the morning, do homework until resting at night. The same-sex of marriage that they do is based on a love, not just a sex. The struggle for love and equality of human rights is a solid foundation for them to marry and they share a similar love story in a video uploaded on Nina and Angelis YouTube Channel into a new reality packed in reality TV YouTube channel in viewing a love and equality in a sacred marriage of two people humans who fall in love and are happy without sex / sex limits.

America gives freedom of pleasure, it is commonplace and widely practiced by the people of the United States, especially gay, lesbian, bisexual and transgender (LGBT) people. After legalizing same-sex relationships, these postmodern pleasures cannot be opposed by individuals, certain groups or governments, but become activities that are understood and supported by citizens of the United States. Happy is different from pleasure, pleasure can turn into happiness when every couple both gay and lesbian goes to the next stage of marriage. Pleasure (Hedonism) becomes happiness (Eudemonism).

## 2. Level of Representation

Figure 3: Representation Level, Lifestyle of Nina and Anglis, Lesbian Couples Marriage

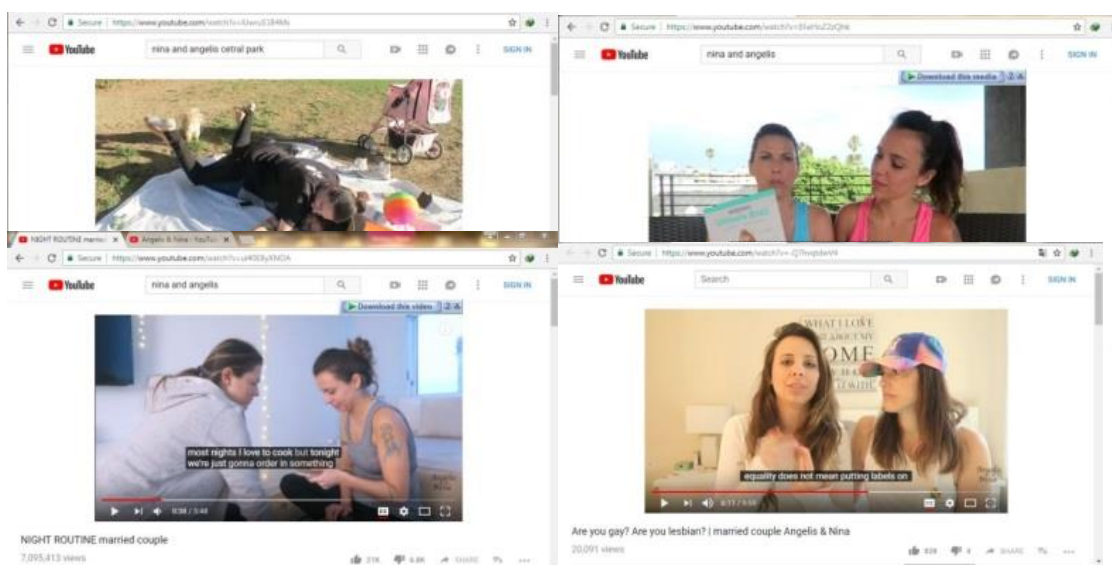


The results at the level of representation shown through the technical code category in the form of camera techniques that represent post-modern culture in America are the analysis of the level of representation in semiotics, John Fiske. The first analysis in the level of representation is the camera technique used in the video Nina and Angelis clearly visible Nina and Angelis often use the technique of Eye Angel (Middle Angel) to represent themselves, so that they stay focused on Nina and Angelis as Youtuber who want to show a lesbian couple's lifestyle who are married and happy to live together.

In addition to the Eye Angel, the camera technique used is Bird Ayes Angel (High Angel), such as the video Nina and Angelis have pets that are dogs that are an important part in every representation of their daily lifestyle. Sometimes Nina and Angelis's friends also warm up their lives together, and also occasionally they vacation to meet Nina's family and Angelis family. The second analysis, regarding music in the videos of Nina and Angelis, generally uses the latest pop music, which represents and is used for their video back sound is Close Your Eyes from Michael Buble. After I analyzed the video clip Close Your Aye, there was a message at 2:49 p.m. near the end of Michael Buble's song, there were Gay and Lesbian couples married.

### 3. Level of Ideology

Figure 4 : Representation Level, Lifestyle of Lesbian Couples Marriage



The level of ideology that describes the culture of American postmodernism is seen by the neo-liberalism ideology and the ideology of neocapitalism. According to Herry B. Priyono, neo-liberalism ideology is the same opportunity for each individual and is based on human nature, who is human, how he must think and think, how humans must be, must act and relate (Priyono, 2006: 6). The ideology of neoliberalism is shown by the presence of same-sex marriages that represent popular pleasures. Popular pleasure is focused on pleasure that has its own satisfaction both physically and both legal and illegal activities. Hedonism carried out by a lesbian couple is considered a natural thing, this is based on the legality of same-sex same-sex marriage at a hearing held by the United States Supreme Court in 2015 concerning homosexuals having constitutional rights. to get married, so the Supreme Court gives an official decision that same-sex marriage has been legalized. Marriage is a constitutional right for same-sex couples The United States and the state contribute to the protection of rights for LGBT people and incorporate LGBT human rights into annual reports on human rights (same-sex marriage is now legal throughout the United States. Accessed May 10 2018 from [www.bbc.com/Indonesia](http://www.bbc.com/Indonesia)).

While the ideology of neocapitalism relates to planned economy, an idea related to the economy in which there is already government intervention in the economic planning of the community. The ideology of neocapitalism which represents the culture of American postmodernism in the form of popular pleasures and cultural commodities is shown by the use of mobile applications for online buying and selling activities in everyday life. The use of online buying and selling applications can be a good pleasure if used properly, but will be a bad pleasure if used excessively and become a cultural commodity that has functional value. This is because the culture of Americans themselves prefer to use online buying and selling because it is considered easier to use than having to leave the house and issue cash or cash. Simply order and pay with e-money makes Americans have practical shopping habits just by using the Handpone application. Advertising in the era of "new capitalists" entered the virtual world of postmodernism. How to advertise via YouTube channels, Nina and Angelis explain the fitness program book with the Body Boss brand by showing the lifestyle of lesbian couples who have been married in the title of the video "our workout routine", they also explain the order can be online.

Third is discussing Postmodernism Ideology in this study based on Dr. Akhyar Yusuf Lubis in the Postmodernism book; Theory and Method (2014: 5), some of which are the most important characteristics of post-modern society are "the death of binary opposition analysis"; the loss of boundaries between right versus wrong, biner opposition from traditional and scientific values has been eliminated (all right there is nothing wrong), there are no differences between men versus women, so the emergence of Lesbians, Gay, Bisex and Transgender on social media provide public space (space that is free from intervention) on social media (cyberspace). Now in the cyber era, all are free to express ourselves, give ideas and ideas that are important for humanity, they call it the term "human being and human right" which must be fought for, be free, independent with the help of social media making "public sphere" Being free on social media is realized. These commodities can be in the form of material commodities, ideologies or commodities of the marginalized local cultural plurality produced for mass markets through public spaces where the audience is free to choose the information they want to watch on social media, from fashion, music, lifestyle, cinema and so on. Menurut Akhyar (2014: 21) menyatakan bahwa kebudayaan postmodern meninggalkan rasionalitas, universalitas, kepastian dan keangkuhan kebudayaan modern. Unsur lainnya yang ditolak adalah ilmu pengetahuan sebagai filsafat utama dan pengetahuan dilihat sebagai keseluruhan dari apa yang yang kita ketahui. Tidak ada pengetahuan mutlak sebab ia akan berubah dan berganti (Yasraf, 2001: 12-13). Postmodern(isme) adalah perubahan budaya (mulai gaya hidup hingga paradigma berfikir) yang terjadi sebagai akibat perkembangan ilmu pengetahuan dan teknologi informasi.

According to Akhyar (2014: 21) states that postmodern culture leaves rationality, universality, certainty and pride of modern culture. Another element that is rejected is science as the main philosophy and knowledge is seen as a whole from what we know. There is no absolute knowledge because it will change and change (Yasraf, 2001: 12-13). Postmodern (ism) is a cultural change (from lifestyle to thinking paradigm) that occurs as a result of the development of information science and technology. There is no absolute knowledge because it will change and change (Yasraf, 2001: 12-13). Postmodern (ism) is a cultural change (from lifestyle to thinking paradigm) that occurs as a result of the development of information science and technology.

Social media including YouTube is a form of postmodern culture leaving rationality, universality, certainty and the pride of modern culture. Therefore the postmodern culture becomes a free and comfortable "place to live" for the LGBT community. The transition from modern society to postmodern society is marked by a shift in the role of economic industrial capital into cultural capital as a more important capital in the present era. Promotion of postmodern culture in this case the LGBT parade in America in the virtual world through social media, especially the youtube TV channel Nina and Angelis which was uploaded titled Vlog Gay Pride New York. This postmodern pleasure carried out by lesbian and gay couples is considered a natural thing, this is based on the legality of same-sex same-sex marriage at a hearing held by the United States Supreme Court in 2014 concerning homosexuals having constitutional rights marry, so the Supreme Court gives an official decision that same-sex marriage has been legalized.

The event was sponsored by beauty products from the world-famous American brand Kiehl's, even Kiehl's Indonesia. The lifestyle of the LGBT community gets free space for expression through Youtube channels. Youtube channels can also be a product selling commodity tool to get the benefits advertised in Youtube Vlogs. Nina and Angelis always convey about "Sharing Love and Equality". They fight for Love and Equation, every video of them both, or with their family and friends uploaded to provide support to the LGBT community. People often judge love as just sex, inserting the penis into the vagina. Angelis said that love is not only about sex vital tools that can be felt, because love is not just a matter of taste but a feeling for someone.

People always say to LGBT people by saying they are Gay, Lesbian, Bisex and Transgender. Modern and traditional communities always label, sometimes with the aim of giving boundaries right or wrong in someone loving someone with the knowledge and value that they generalize and then being forced, so they cannot understand "who are you?" And cannot openly

love someone. Nina and Angelis begin to make their fantasy world, because it is not easy to deal with labels from modern society with binner opposition through modern science, nor is it difficult to deal with traditional societies with binner opposition through the values of its conservative tradition. Whereas postmodern societies try to fight the modern sciences and fight the traditional / conservative values society.

Postmodern society tries to eliminate or "kill" the binner opposition (right or wrong) by saying "No Label LGBT", the campaign says "Not for the LGBT Label" which is always given by modern and traditional con Based on the perception of the postmodern community, Nina and Angelis were married not because of LGBT label, they said that "I'm human being" so if you believe in love, then fight for equality and love without giving labels (No Label), be free.

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## CONCLUSION

The conclusions of this study regarding the representation of the marriage lifestyle of lesbian couples in the Post-Modern cultural perspective in Angelis and Nina's YouTube Video by using John Fiske's semiotic analysis, first at the reality level, the existence of a social code of behavior that represents postmodern culture in America, namely happiness and pleasure can be seen in every reality construct, both the behavior of Nina and Angelis in the videos of YouTube Nina and Angelis, the popular pleasure that is meant is same-sex love relationships that have been married both with family and friends. Secondly, at the representation level, the existence of a social code in the form of a technical code is a camera technique that describes how the details of routine activity processes after same-sex marriage as a representation of postmodern culture

It was well constructed in the videos of Nina and Angelis, constructing messages about LGBT life that are married and happy to live in America and provide support for same-sex marriage. At the ideological level, which represents the culture of postmodernism in America through the construction of the lifestyle of Nina and Angelis after marriage, sharing love and fighting for human rights equality through YouTube, namely constructing the ideology of neoliberalism, neocapitalism, and postmodernism in video messages in the YouTube channels Nina and Angelis. These ideologies form construction representing cultural commodities as a representation of the cultural and social capital of the postmodernism community in America.

The ideology of neoliberalism relates to unlimited individual freedom and an individual can freely determine the flow of his life. The ideology of neoliberalism is shown by the existence of same-sex marriage which has been legalized based on the decision of the United States Constitutional Court. Whereas Neo-capitalism ideology relates to planned economics and cultural commodities that are related to the economic process, namely online use and e-money in online business that has become a habit of Americans. The easier products and services are marketed through these time and space boundaries, and even the promotion of culture constructed in the LGBT lifestyle on social media, the greater the postmodernism culture created to become a trend among the virtual world and the real world.

Based on these conclusions, the researcher would like to provide theoretical advice for other communication researchers, namely because cultural capital is something that includes knowledge, beliefs, art, morals, laws, customs and habits obtained by humans as members of society. So that culture cannot be separated from everyday lifestyles. Every culture that is created can be a trend among virtual communities and real people.

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