

ABSTRAK

SERLY KHARMILA NPM 2151078, Stereotip etnis Sunda terhadap etnis Ogan di Talang Bandung, Kelurahan Talang Jawa Kec. Baturaja Barat. Skripsi SI Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial, Ilmu Politik dan Hukum Universitas Baturaja. Dibawah bimbingan Dra. Umi Rahmawati, M.Si selaku penguji utama, Dr. Hendra Alfani, M.I.Kom selaku pembimbing I dan Bianca Virgiana, M.I.Kom selaku Pembimbing II

Penelitian ini bertujuan untuk mengetahui bagaimana stereotip etnis Sunda terhadap etnis Ogan di Talang Bandung Kelurahan Talang Jawa, Kec. Baturaja Barat. Penelitian ini menggunakan teori komunikasi identitas. Di mana dalam teori tersebut terbagi berdasarkan empat tahapan yaitu, *personal layer*, *enactment layer*, *relational* dan *communal*. Hasil penelitian terlihat pada *personal layer* bahwa etnis Ogan memang mengakui bahwa mereka memiliki gaya bicara yang kasa dan lugas namun tidak memiliki maksud buruk, hal itu hanya disebabkan oleh pola asuh orang tua yang mengajarkan anak etnis ogan untuk berani agar tidak diremehkan, sedangkan pada *enactment layer* terlihat bahwa perilaku yang ditampilkan oleh etnis ogan memberikan stereotip bahwa etnis ogan merupakan etnis yang kasar, keras, sombong berlebihan bahkan kurang ajar. Pada *relational* terlihat bahwa masyarakat etnis Ogan memiliki kecenderungan peradayaan superioritas terhadap etnisnya, merasa bahwa etnis ogan lebih dahulu jadi etnis pendatanglah yang harus mengikuti kebiasaan etnis ogan, pada *communal* terlihat dalam komunitas antar etnis, etnis ogan memiliki dalam berbagai aspek kasar dan keras kepala, terlebih merasa bahwa masyarakat ogan merupakan mayoritas sehingga tidak mau kalah terlebih etnis ogan tetap memiliki stereotip bahwa etnis ogan itu berbicara kasar dan keras, Bahkan *miss communication* kerap terjadi ketika terdapat perkumpulan antar etnis

Kata kunci: Stereotip, Etnis Ogan, Etnis Sunda

ABSTRACT

SERLY KHARMILA NPM 2151078, *Stereotypes of Sundanese ethnic towards Ogan ethnic in Talang Bandung, Talang Jawa Subdistrict. West Baturaja. SI Thesis Communication Science Study Program, Faculty of Social Sciences, Political Sciences and Law, Baturaja University. . Under the guidance of Dra. Umi Rahmawati, M.Si as the main examiner, Dr. Hendra Alfani, M.I.Kom as supervisor I and Bianca Virgiana, M.I.Kom as supervisor II*

This research aims to find out how Sundanese stereotypes of the Ogan people in Talang Bandung, Talang Jawa Village, West Baturaja District. This study uses the theory of identity communication. Where in theory is divided by four stages, namely, personal layer, activation layer, relational and communal. The results of the research are seen in the personal layer that Ogan ethnicity does admit that they have a strong and straightforward speaking style but have no bad intentions, which is only due to parenting that teaches ethnic children to be courageous not to be underestimated, While on the activation layer it appears that the behavior displayed by ethnic ogan gives stereotypes that ethnic ogan are harsh, harsh, overbearing and even insolent. Relational, it seems, that Ogan people have a tendency to have a sense of superiority over their ethnicity, feeling that it is first ethnic immigrants who must follow the customs of the ethnic Ogan people, in communals seen in inter-ethnic communities, that the ethnic Ogan people have in various aspects of being rude and stubborn. especially feel that the ogan society is the majority so that it does not want to lose, especially the ogan ethnicity still has a stereotype that the ogan ethnicity speaks harshly and loudly, even miss communication often occurs when there are inter-ethnic groups.

Key words: stereotypes, Ogan ethnicity, Sundanese ethnicity