

Motif dan Motivasi Julukan Sepeda Motor di Indonesia

Abstract

Indonesia merupakan pasar ke-3 terbesar bagi produsen sepeda motor dunia. Tidak sebatas mengandalkan produk, sisi pemasaran menjadi suatu hal yang sangat penting. Produsen berusaha mempengaruhi calon pembeli tidak hanya melalui iklan, tetapi juga melalui hadirnya sales di berbagai blog dan kanal youtube. blog dan kanal youtube yang menyediakan kolom komentar menjadi medan peperangan komentar. Untuk membatasi korpus, korpus akan diambil dari blog dan kanal youtube milik Taufik Hidayat dan Iwan Banaran, dua blogger motor terkemuka yang kini juga memiliki kanal youtube. Yang berkomentar di dalam kolom komentar diduga tidak hanya penggemar sepeda motor, tetapi juga sales atau buzzer produsen sepeda motor. Ini terlihat dari istilah dan komentar yang berulang kali dituliskan dan munculnya si komentator itu di berbagai forum/ kolom komentar. Penelitian ini membahas istilah-istilah yang khas digunakan di para komentator ini. Istilah yang paling sering digunakan adalah kata benda yang digunakan untuk menamai produk sepeda motor tertentu. Istilah-istilah ini bersifat negatif karena digunakan untuk menyerang dan menjatuhkan produk kompetitor.

Motives and Motivations for Motorcycle Nicknames in Indonesia

Abstract

Indonesia is the 3rd largest market for world motorcycle manufacturers. Not only the quality and feature of the products, the marketing becomes very crucial in selling motorcycles. Manufacturers try to influence potential buyers not only through advertisements, but also through the presence of salesmen on various blogs and You Tube channels. Blogs and You Tube channels providing comments section become a place for heated debate. The comments section was once a nice place for discussion, now it becomes a place for heated debate and insulting the products of their rival. To limit the corpus, the corpus will be mainly taken from blogs and You Tube channels owned by Taufik Hidayat and Iwan Banaran, two prominent motorcycle bloggers who now also have YouTube channels. Those who comment in the comments section are allegedly not only motorcycle enthusiasts, but also motorcycle manufacturers' salesmen or buzzers. This can be seen from the terms and comments that are repeatedly written and the appearance of the same commentator in various forums/comment columns. This research examines the terms that are typically used among these commentators. The terms most often used are nouns used to name certain motorcycle products. These terms are mostly negative because they are used to attack and to degrade competitors' products.