

ABSTRAK

Penelitian ini bertujuan untuk menganalisis pembentukan identitas komunal Desa Jeblog melalui praktik komunikasi budaya populer yang dilakukan oleh Band The Jeblogs dengan menggunakan perspektif *Communication Theory of Identity* (Teori Komunikasi Identitas) dari Michael L. Hecht. Latar belakang penelitian ini didasarkan pada fenomena penggunaan nama “Jeblog” sebagai identitas Band yang kemudian berkembang menjadi representasi Desa Jeblog di mata masyarakat. Penelitian menggunakan metode kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan dokumentasi. Informan penelitian terdiri atas personel Band The Jeblogs, Kepala Desa Jeblog, warga Desa Jeblog, dan pendengar Band The Jeblogs yang dipilih menggunakan teknik purposive sampling. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa identitas Desa Jeblog terbentuk melalui empat lapisan identitas dalam *Communication Theory of Identity*, yaitu *personal identity*, *enactment identity*, *relational identity*, dan *communal identity*. Personel memaknai Desa Jeblog sebagai bagian dari jati diri dan sumber kebanggaan. Identitas tersebut diwujudkan melalui penggunaan nama Band serta aktivitas bermusik, diperkuat melalui pengakuan pemerintah desa, masyarakat, dan pendengar, hingga akhirnya The Jeblogs dimaknai sebagai simbol identitas komunal Desa Jeblog. Penelitian ini menunjukkan bahwa budaya populer melalui musik mampu menjadi media komunikasi yang efektif dalam membangun, memperkuat, dan merepresentasikan identitas lokal suatu wilayah sehingga memberikan kontribusi terhadap pengembangan kajian komunikasi identitas, khususnya dalam konteks pembentukan identitas daerah melalui praktik budaya populer.

Kata kunci: Band The Jeblogs, Budaya Populer, *Communication Theory of Identity*, Desa Jeblog, identitas Komunal

ABSTRACT

This study aims to analyse the formation of communal identity in Jeblog Village through popular cultural communication practices carried out by the Band The Jeblogs using the perspective of Communication Theory of Identity from Michael L. Hecht. The background of this study is based on the phenomenon of the use of the name "Jeblog" as a Band identity, which then developed into a representation of Jeblog Village in the eyes of the community. The study uses a descriptive qualitative method with data collection techniques through interviews, observation, and documentation. The research informants consist of the Jeblogs Band personnel, the Head of Jeblog Village, Jeblog Village residents, and listeners of The Jeblogs Band who were selected using a purposive sampling technique. Data analysis is carried out through data reduction, data presentation, and conclusion. The results of the study indicate that the identity of Jeblog Village is formed through four layers of identity in the Communication Theory of Identity, namely personal identity, enactment identity, relational identity, and communal identity. The Band members view Jeblog Village as part of their identity and a source of pride. This identity is manifested through the Band's name and musical activities, reinforced by recognition from the village government, community, and listeners. Ultimately, The Jeblogs is understood as a symbol of the communal identity of Jeblog Village. This research demonstrates that popular culture through music can be an effective communication medium in building, strengthening, and representing a region's local identity, thus contributing to the development of identity communication studies, particularly in the context of regional identity formation through popular cultural practices.

Keywords: *Communication Theory of Identity, Communal identity, Popular Culture, The Jeblogs Band, Jeblog Village.*