

**AN ACTOR-NETWORK THEORY PERSPECTIVE ON HARRY STYLES'  
GENDER-FLUID FASHION IN TWITTER USER COMMUNITY**

**ACADEMIC JOURNAL RESEARCH PAPER**

Compiled to Fulfill the Requirements for Obtaining a Bachelor's Degree in Communication  
Studies at the Communication Studies Study Program Faculty of Social and Political  
Sciences University of Muhammadiyah Yogyakarta

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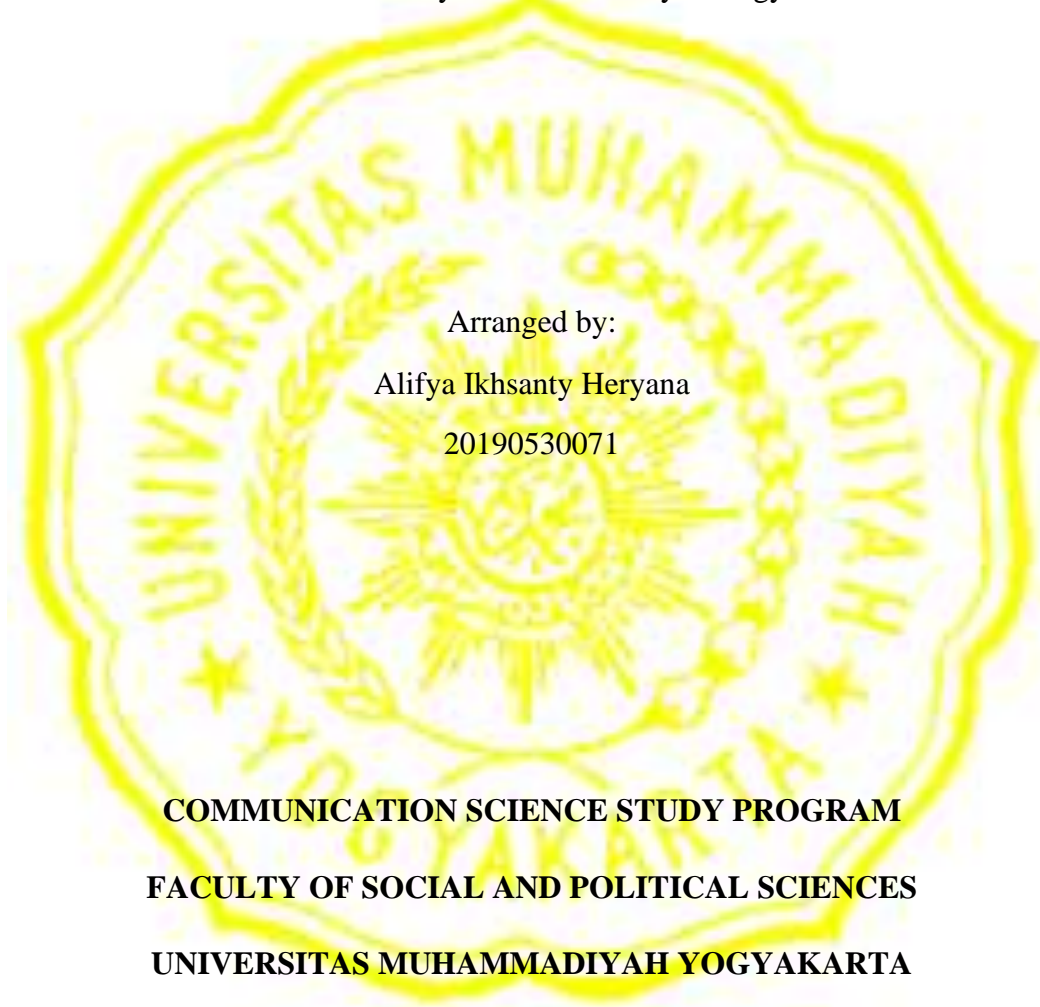
**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

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**TITLE PAGE**  
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## **Abstract**

Penelitian ini bertujuan untuk menganalisis pola dari diskusi-diskusi yang tercipta di Twitter dalam kelompok penggemar mengenai gender-fluid fashion yang dikenakan oleh Harry Styles. Kampanye mengenai gender-fluid fashion telah menjadi objek diskursus dalam media sosial. Isu ini berhubungan dengan kampanye mengenai kesetaraan gender karena (Savitri & Syarief, 2022) ada banyak stereotipe dan stigma yang memisahkan kategori dalam berbusana berdasarkan gender seseorang. Penelitian ini menemukan perbedaan dari penerimaan ketiga informan mengenai gender-fluid fashion yang dikenakan oleh Harry Styles. Actor-Network Theory mengkonfirmasi hubungan antara penggemar dan actant, yang mana memengaruhi satu dengan lainnya sehingga jaringan tercipta di antaranya.

## **Abstract**

This study aims to analyze the pattern of discussions created on Twitter among fans about the gender-fluid fashion worn by Harry Styles. Gender-fluid fashion campaigns have become an object of discourse on social media. This issue is related to gender equality campaigns because (Savitri & Syarief, 2022) there are stereotypes and stigma that divide clothing categories based on one's gender. This study found differences in the acceptance by three informants of the gender-fluid fashion worn by Harry Styles. The Actor-Network Theory confirm the relationship between fans and actants, which influences each other so that a network is created within them.