Violence Hiperreality Message in Dating Relationship

by Suprihatin

Violence Hyperreality Message in Dating Relationship in Digital Text on Joylada Application

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Abstract

Joylada is a fiction reading application which is based on the technology can be downloaded via Android, iPhone or personal computer. The scientists observed, some fiction in Joylada application that has romantic genre and sexuality theme are considered attractive by the readers. The one that attracts the observer is the efforts to convey the messages that violence towards female when they engage in a dating relationship is a common thing. This is portrayed in an interview that is constructed by writers through their novels. Two novels are chosen in this research entitled Aku Bukan Budak Seksmu and My Sweet Psikopat. The objects are studied using Critical Discourse Analysis method by Teun A. Van Dijk to see how violence in dating relationship is constructed as a hyperreality to naturalize the message behind the discourse. From the research result, data are obtained that violence in dating relationship is brought as the main topics by the text producers in both novels. This is supported by relevant subtopics. In social cognition level, violence discourse in both novels is the perspective of the writer about violence. Meanwhile, in social analysis level, discourse about violence and sexual violence in both novels cannot be accepted by the readers. Yet, it is a different story if the character who did it is portrayed as a man with ideal physical image, settled and psychopath-masked.

Keywords: violence, violence in dating relationship, Joylada application, hyperreality

Hiperrealitas Pesan Kekerasan dalam Hubungan Kencan pada Teks Digital Aplikasi Joylada

Abstrak

Joylada adalah aplikasi bacaan fiksi berbasis teknologi yang dapat diunduh melalui Android, iPhone, atau komputer pribadi. Para ilmuwan mengamati, beberapa fiksi dalam aplikasi Joylada yang bergenre romantis dan bertema seksualitas dinilai menarik oleh pembaca. Salah satu yang menarik perhatian peneliti adalah upaya menyampaikan pesan bahwa kekerasan terhadap perempuan ketika mereka menjalin hubungan pacaran adalah hal yang lumrah. Hal ini tergambar dalam sebuah wawancara yang dikonstruksi oleh para penulis melalui novel-novel mereka. Dua novel yang dipilih dalam penelitian ini berjudul Aku Bukan Budak Seksmu dan My Sweet Psikopat. Objek-objek tersebut dikaji dengan menggunakan metode Analisis Wacana Kritis oleh Teun A. Van Dijk untuk melihat bagaimana kekerasan dalam hubungan pacaran, dikonstruksi sebagai sebuah hiperrealitas untuk menaturalisasi pesan di balik wacana tersebut. Dari hasil penelitian diperoleh data bahwa kekerasan dalam hubungan pacaran diangkat sebagai topik utama oleh produser teks dalam kedua novel tersebut. Ini didukung oleh subtopik yang relevan. Dalam tataran kognisi

sosial, wacana kekerasan dalam kedua novel tersebut merupakan perspektif penulis tentang kekerasan. Sedangkan pada tataran analisis sosial, wacana tentang kekerasan dan kekerasan seksual dalam kedua novel tersebut tidak dapat diterima oleh pembaca. Namun lain cerita jika tokoh yang melakukannya digambarkan sebagai pria dengan citra fisik ideal, mapan, dan bertopeng psikopat.

Kata-kata Kunci: *kekerasan, kekerasan dalam relasi berpacaran, aplikasi Joylada, hiperealita*

INTRODUCTION

Novel and short story are two literature products that are often called fiction. According to (Nurgiyantoro, 2010). novel is a fiction work which promotes an imaginative world contains life model that is considered ideal and built through various intrinsic elements such as event, characters, background, point of view and et cetera. Novel is also called as a long prose creation and has serial life story of someone and the people around him by highlighting the characteristics of each character (Kemdikbud, 2016a).

Though, novel is an imaginative written work. It is considered as a portray of reality in society. According to (Yudiono, 2021), novel cannot be separated from fluctuation or the situation of society that involves the writer and readers. The story building of the characters in the novel for Yudiono, is considered related to real life of the writer or the result of his observation result from others' experience. In H.B Jassin's perspective (Purba, 2010). Novel is a story about one of the episodes of human's life or an incredible event in that society and a crisis that can change human's fate.

Although novel is fictional. But it is presented as real thing. In this context, 'real' terminology is interpreted not as a real fact but as an event that can be accepted logically. The logic is obtained from relation between events in novel as a facility to give information or certain message to the readers. According to Clara, novel is a life portray and real act when that novel is written (Yuliana, 2017).

Along with the technology improvement, the form of novel is also transformed. From physical form like printed book, now novel is developed in digital form by application usage. Digital fiction reading application is a changed form along with the internet culture which keep being developed, including in Indonesia. Same goes with the reading interest of Indonesians which always stays in the last order by survey object, it gets improvement as one of the pandemic effects.

In 2015, *Organization for Economic Co-Operation and Development* (OECD) through a survey from *Program for International Student Assessment (PISA)* stated that the literation (reading interest) in Indonesia is at rank 62 out of 70 countries. Meanwhile *World's Most Literate Nations* from *Central Connecticut State University* (CCSU) survey that is released in March 2016 placed Indonesia in rank 60 out of 61 countries. In the middle of efforts to fix the access which push the literation passion of Indonesians, good news came. The Digital Reader 2020 survey result found that Indonesians' reading interest increased even surpassed United States.

From that result, not only the increasing of paid movie watching service happened, but also the reading interest. This goes along with the pandemic situation that makes people must stay at home more and looking for an activity to kill the time. In that kind of situation, book becomes one of the media that is utilized. From The Digital Reader 2020 survey, it is known that Indonesia is at rank 16 with 6 hours per week as the equal reading time. That amount is only a little below Australia's rank that consumed 6 hours 18 minutes per week to read books (Yasyi, 2021).

One of the digital applications that are being loved is Joylada. Joylada can be downloaded via play store for android, iPhone or personal computer. Joylada application claim itself as the first novel application with chat form (chatting) in Indonesia. From its description in playstore, Joylada mentioned that it has hundred thousand writers and active readers also communities in Indonesia. As a digital application, Joylada also gives income to the writer that match with the certain criteria. In play store, this application gets 4,3 stars and has been downloaded by more than 5 million users. The application which is developed by OOKBEE U CO Ltd from Bangkok wrote rated for 12 years and above in play store. It means, the age of 12 and above is the market target that is aimed by Joylada.

From all genres in book, the survey result of The Digital Reader found that fictional books with romance genre become the most read books. Same goes with what is happened in Joylada. The most attractive genre for the readers is romance. This is showed by the equal number of readers for romance novels that are aired in that application. Joylada application makes it possible for anyone to write and read fiction without fees. But writers can lock their works to their preference. The writers also can get reward in the form of Joy and can be exchanged to money if the works are loved or get many 'candies' from the readers. The more readers and stars that are obtained mean the bigger reward that a writer may get. That kind of control system unintentionally motivates the writers to write genre that is loved by the readers. Genre is not an interest for writers anymore.

From many novels which have romance genre that the reader love, the researcher observes there are some novels that serve violence theme in their story. Those violence themes mainly are pictured to be happened to the female character and done by the partner. This is a picture of the writer's mental cognition towards reality that is seen or may be experienced. From some novels that were observed, the researcher chose two novels as the research object. They are "Aku Bukan Budak Seksmu" and "My Secret Psikopat". Both of them were chosen with the consideration of containing violence and is loved by millions of readers.

Text will be studied using the approach of Critical Discourse Analysis. (Fairclough, N., & Wodak, 1997) like what was cited in (Wodak, R., & Meyer, 2001) explained Critical Discourse Analysis as a language practice. Discourse as social practice is influenced by the relation between discourses and human's life. The term of critical is attached in that approach related to the analysis technic ability in seeing social relation and power structure from where the discourse came from

(Briones, 2017). The choosing of Van Dijk analysis model was based on the thought about completement of the review elements in analyzing a text. According to Van Dijk, text is not born from vacant room. A text is produced with certain mental cognition. The text that

portrays the point of view of a writer is the text which marginalized someone or a certain group. The value and point of view of the text producer is not something natural. They are resulted from the experience and reference of the writers. Even though what they produce is imaginative works. Through the approach of Van Dijk, it can be known how a text is produced comprehensively (Eriyanto, 2018).

This research tries to explore how violence and sexual violence are happened to women is understood and practiced through language in fictional works in form of online novel. Besides that, violence and sexual violence that are showed as story theme will be seen as a hyperreality in digital reading application. Violence and sexual violence discourses in this context are text that is in contact with discursive practice specifically how ideology comprehension about sexual violence in text producers namely the fiction writer and text consumer–the text readers.

METHODOLOGY

The method in this research is descriptive qualitative. Bogdan and Taylor defined qualitative methodology as a research procedure that resulted descriptive data in form of written text or oral from people and doer that can be observed.

Qualitative research is used to analyze deeper and interpret the existing condition or relation, the in-progress process, the happening result, or the developing phenomena (Taylor, S. J., Bogdan, R., & DeVault, 2016).

To explore research object, the researcher used Critical Discourse Analysis techniques by Teun A. Van Dijk. According to Fairclough, discourse is social practice in form of symbolic interaction that can be revealed in speaking, writing, gestures, diagram, film or music (Fairclough, 2010). While, Critical Discourse Analysis focuses on how language and discourse are being used to achieve social purposes, including building social cohesion or social changes (Haryatmoko, 2015).

Some purposes of Critical Discourse Analysis are first, to analyze discourse practice that reflects or constructs social problems (Fairclough, 2010). Second, to investigate how ideology is frozen in language, and to find the way how to melt down the ideology that tied language or words. Third, to improve awareness to be sensible towards unfairness, discrimination, prejudice and forms of power abuse. Forth, to help giving solution for obstacles that obstruct social changes (Fairclough, 2010).

From so much discourse analysis models that are developed by the experts, analysis model by Van Dijk is the most used one. This is probably caused discourse elements elaboration that he used. The model that was used by Van Dijk is called social cognition. The most attached characteristic from that analysis model is that research of discourse cannot be based on text analysis only. Text is seen as a result of production practice that also needs to be

observed (Eriyanto, 2018). Three steps of explanation in critical discourse analysis technique that was initiated by Van Dijk are text, social cognition, and social analysis.

Text

Text is always related to three levels of structure that are macro structure, superstructure and micro structure. In macro structure, theme or topics becomes the center of attention. This theme can be obtained from a conclusion when someone finishes reading text. The second structure is superstructure. This structure is a diagram which builds text becomes one unity. Macro structure contains parts like sentence, proportion, clause, paraphrase and picture (Eriyanto, 2018).

Table 1. Structure of Text

Discourse Structure	Observed items	Element
Macro structure	Theme/topics that is put forward in a text	Topics
Superstructure	Text scheme like part and story Sequence	Text scheme
Micro structure	Semantics Meaning that wanted to beemphasized in a news text	Background, details, presumption
	Syntax Sentence option that is used in atext	Sentence form, coherence,pronouns
	Stylistic Word option in text	Lexicon
	Rhetoric How an accentuation is done in atext	Graphic, metaphor, expression

Source : (Eriyanto, 2018)

Social Cognition

The core of social cognition is related to mental condition of text producer such as ideology, followed value, and like so. The meaning of a text actually is formed by the text producer that is the writer. An event can be comprehended based on scheme or model. This scheme, according to Van Dijk, is conceptualized as mental structure that contains how the writer sees humans, social role, and event that later is articulated in text that he produced.

Social Analysis

Social analysis is related to the developed discourse in society where the writer lives in, even takes part to implement and also produce it in daily life. The research about social analysis can be obtained from how the dominant discourse is produced and reproduced in form of book, speech, government documents, and etc.

Discourse is a part of social reality that is grown in society. So that text research for Van Dijk, need to be accompanied with intertextual analysis. By observing how a discourse about something is produced and reproduced in society. Also, how that meaning is lived together (Eriyanto, 2018).

RESULT AND DISCUSSION

As a part of literature works, novel is a thoughts and idea pouring media for the writer in responding the reality around him. The novel even has mandate to deliver idea in form of social, culture, and religion criticism as an effort to respond that phenomenon and catch it as a story theme like both of the observed novels in this research. In both novels, the writer's point of view about violence in dating relationship is reviewed through three element that were developed by Van Dijk, such as text, social cognition, and context. The core of Van Dijk analysis is obtained from the elaboration of those three elements in to one analysis (Eriyanto, 2018).

Macro Structure

Macro structure is reviewed through themes and topics that are brought in to written form. The theme of both observed novels has a similarity. That is violence in dating relationship that happened to the female main characters form their partner (read: boyfriend). In the novel entitled Aku Bukan Budak Seksmu—later will be abbreviated as ABBS—, violence theme is presented since the first part until the climax in form of physical, verbal and even sexual abuse. While, in the novel entitled My Sweet Psikopat—later will be abbreviated as MSP—violence theme is presented from the first part until almost ending of the story. The violence is mainly in form of physical abuse that is portrayed brutally and sadistically done by the male main character in the novel.

In both novels, there are subs-topics as a derivative from the main topics. This is supportedby the background and details that are portrayed in each novel. There are four sub-topics: (a) Violence can be done by anyone who has power relation, (b) Violence in private areas is outside the realm of law, (c) Men are naturally dominant and aggressive bothphysically or sexually, and (d) Pre-marital sexual intercourse is taken as ajustification.

Superstructure

Superstructure level covers schematics aspect as a part of text producer in packing the message. This aspect is seen from the accentuation of the highlighted text parts or placed in the ending of the story.

In ABBS novel, the story is started with Fira's dark moment, the female main character who is abused by her uncle and aunt. Fira runs away from the house after meeting a man named Baim. This man then dates her and abuses her, from hitting, kicking, forcing her to have pre-marital intercourse until being pregnant. The writer then lets the female character to meet another man who is portrayed as her life savior. The anti-climax in this story is pictured by Baim gets caught as a drug dealer and claimed by the writer as 'karma' for what he has done to Fira. The story is ended with sad ending when Fira is depicted to be left by Arya, her husband,

as her fate.

In MSP novel, the story is opened by a character named Devix, a young businessman. This character has a girlfriend named Oliv to whom he often abuses if she refuses his will or does things he does not like. The plot changes in to flash back to the first time they met at a family dinner. After the meeting, they become closer as Devix asks her to date. One of the facts Oliv knows about Devix after living together; he is a psychopath. The next story is about violence or abusive acts which are done by the male main character in that novel. From cutting body part, hitting with various thing, torturing and killing. Those are either done by the character himself or by using his subordinates. The story is also spiced up by showing other antagonists who cannot be separated from free sex, violence, torture or murder. The story is ended as a happy ending story through the wedding of Devix and Oliv.

This story still relies on cliched narratives about women who are abused and in the end of story they are saved by male characters. Theoretically this is called the Cinderella complex. It is a network of attitudes and fears experienced women and made her feel depressed, causing fear of using ability so that there is a desire to always be cared for and protected. The aspects contained in Cinderella complex syndrome are prone to humble themselves to other, not independent, want to get love, help and protection, expect direction from others, external self-control, low self-esteem, avoiding challenges and competition, relying on men, and fear of losing femineity (Hapsari, 2014).

Micro Structure

Semantics

Semantics element is used by Van Dijk to see the meaning that is wanted to be accentuated by the text producer. This is reviewed from background, details, meaning, presumption and nominalization. The background can be used to see the direction of the audience's point of view. Through the background, it can also be known how the writer choose the topics or theme he wants to bring out in the story. The background helps the researcher to analyze the hidden intention that the writer wants to deliver (Eriyanto, 2018). Departing from that concept, the background of both novels is going to build the society's idea of violence in dating relationship as a form of male dominance (abuser) to his female partner or other women (victim).

Besides the background, detail is a quite important part in semantics. In ABBS novel, the detail highlighting is done to create an image that woman as a subdominant group through the character building of Fira as an orphan, poor, powerless and dependent to men. While in MSP novel, the detail highlighting is done more to the character of Devix who is portrayed as a sweet psychopath by the writer. That highlighting is done through by the male main character image as man who is handsome, a CEO, aristocrats, possessive and comes from a wealthy family background. Although he loves to abuse, torture and even kill women, the character is pictured as a gentle and man who is full of love. To hide the irrational

characters of a human, the writer put the label of "psychopath" so that the abuse and brutality of the character can be acceptable. Legal Resources Centre for Gender Justice and Human Rights (LRC-KJHAM) of Central Java in early to mid-2014 showed that the number of victims of violence against women reached 386. From the hundreds of victims, six women died due to cases of dating violence. The data indicate that dating violence is a sociological phenomenon that should be a concern to us (Purnama, 2016).

The assumption that men are naturally dominant and natural parties to violence against women I part of gender stereotype. For example, stereotyped women as emotional or illogical put them at risk of being denied the opportunity to make a decision or in a high-level job position. Besides, men and women are usually stereotyped based on characteristics which they are expected to have due to their biological nature, (Crespi, 2004). Matching biological traits with gender roles stereotypes are especially problematic for women because they usually stereotyped by the intended traits to silence them by imitating ability them to make decisions and choices regarding their lives, their families, and society in general. Lindsey (in Purwanti, 2020) states that negative stereotypes targeting women can result in sexism, belief that women's status is lower than men. This belief is perpetuated by the patriarchal system, the structure

male-dominated social norms operate and has become a standard that is complied with people, across social institutions. Sexism leads to oppression of women and thus, limitations social and economic opportunities. Likewise, Manne in a 2015 draft paper on misogyny stated that patriarchal social structures and the ideologies that govern them work to make women into social subordinates who attentive to men and hides many forms dominance and power that men have over women. Thus, there is a general expectation that women will peacefully function in serving social roles men's interest. This condition makes women are vulnerable to gender-based violence (Purwanti, 2020).

Syntax

Syntax covers context of coherence and abasement. What is meant by coherence is a connection between words or sentences in a text. Two sentences which picture the different facts that can be connected to create a coherent image. Coherence is an element that can be used to see how someone strategically uses discourse to hook an event to another event according the purpose or the wanted message. While abasement is a discourse practice that has purpose to hide the message of text producer by using implicit language (Eriyanto, 2018). In both novels, those elements are pictured from some dialogues in the text:

Table 2. Coherence

ABBS		MSP	
Conditional Coherence	**Differential Coherence**	**Conditional Coherence**	**Differential Coherence**
Along this time, he always focuses on reaching his dream and has never been dating. This confession is supported by his confession of being an outstanding student from primary school to junior high, but his life changes after meeting his girlfriend	Most women want a long-lasting relationship, don't they? But it doesn't apply to me.	"Dev, akkkhhh… please… it hurts," Olive sobs while begging. "I beg to stop. I'm sorry". But Oliv's weeping and pleading don't make Davix feel pity on her. He keeps carving her legs with the knife.	Oliv takes a deep breath to normalize her heartbeat. "His name is Raja. He was myhighscool friend. I met him unintentionally at the canteen. He is a good man who makes funny jokes," Oliv stated nervously. "Really? Okay, I will show you my own joke,". Devix stepped on the acceleration pedal and drove his car in high speed to Oliv's apartment.

Source : (Yuendha, n.d.)

Table 3. Text of abasement

ABBS	MSP
"Mas, you said you love me but your actions don't reflect your words. You always force meto satisfy your lust. You just think of me as your satisfaction giver of your lust. You think of me as your sex slave." "Sorry. I'm sorry. I'm too obsessed to you, Fir. I promise to to change, as long as you become the mother of my children,"	"Physical torture, by Devix, is often given to her. Oliv doesn't expect that Devix is actually that kind of person. But her love and patient can't get rid the love she has for Devix to the point she takes what Devix has done to her as a small mistake.

Source : (Yuendha, **n.d.**)

In the element of syntax in ABBS novel, the producer of text tries to relate the discourse about the changes experienced of the character before and after meeting the perpetrator (conditional coherence). In differential coherence, it's shown that the character is depressed because she is actually doesn't want a long-term relationship. Meanwhile in the MSP, the coherence between discourses is shown through the depiction of the victim who feels pain but she is unable to fight because the perpetrator doesn't care. For the perpetrator, his girlfriend is just an object of pleasure. On the differential coherence, the author gives us a narrative about the dominated and possessive of the perpetrator when he feels jealousy.

Abasement is a discourse practice that aims to hide messages from the writers of novels by using the implicit language. In the ABBS novel, this is shown by the text made by the author that is s as if the

male perpetrator of violence acts without realizing it, that he promises to change, that he really loves the girlfriend. Which are the promises are not proven. While the abasement in the novel MPS is described by the author through the victim's sentence that saying she didn't know the character of the perpetrator and his habit of hurting was just a small mistake that could be forgiven because she loves him.

Stylistics

Stylistics element takes lexicon or diction that is used by the writer to deliver the messages. The used diction by the writer shows the perspective or ideology that he believes. Here is the most used diction by the writer.

The used dictions in ABBS novel, it seems like the writer takes the violence as something wrong and should not be done. But actually, at the same time, the writer wants to show that as a reality in dating relationship. This is seen from the title choosing that picture the opposition of the female character who feels herself being a sex slave. Besides that, the use of word "karma" in the last chapter refers to Baim's fate. The abuseralso shows the perspective of the writer on the violence the character has done. Karma, according to Kamus Besar Bahasa Indonesia is a cause-and-result law on someone's deedin the world (Kemdikbud, 2016b). The ending fate of Baim being shot by police andimprisoned is the karma he has to take even though

Table 4. Lexicon

meaning	Lexicon in ABBS	Meaning	Lexicon is MSP
Sexual Intercourse	Fuck Serve Lecherous action Pleasing lust Sex slave	Doing physical abuse	Carving something on leg Hurting body with sharp object Jokes Killing Horrible desire
Fira, female character	Orphan Slave Burden Son of a bitch	Oliv, female character	A pretty girl with light brown eyes and fair skin
Baim, the male character	Aggressive Violent Hot-tempered Barbaric Brutal Fierce Harsh Grumpy	Devix, the male character	*Sweet psychopath* Guardian angel A very handsome man Charismatic Possessive man

Source : (Yuendha, n.d.)

that is not caused by the violence he has done to Fira.

Meanwhile in MSP novel, violence and sexuality are articulated as a pleasure or libidinal desire from the male character from in the novel that is obtained by torturing or hurting and even killing others. Sexual abuse in the novel tends to be pictured as physical abuse by cutting victim's body, either his girlfriend or other victims. The concern of the researcher is the writer who wants to produce and reproduce that violence and sexual abuse are things that can be accepted in male-female relationship since it is a changeabletendency.

What is described in the analysis at the stylistic level above can be called a rape culture. Oxford Dictionaries defines rape culture as a term used to describe a society or environment that seems to underestimate sexual harassment. The head of the Komnas Perempuan Education Subcomission, Alimatul Qibtiyah explained that rape culture is not just a matter of rape, but a culture that makes rape and sexual violence normal, natural, and tolerated in the media or society. Culture that understands that

women are seducers, inferior, judged by her body or beauty. Then is is driven by the use of misogynistic language that makes women uncomfortable. Whether realize it or not, this is also doing by the writers, men or women (Riki & Alaydrus, 2020).

Rhetoric

Rhetorical element contains graphic, metaphor, and expression elements. Graphic element is a part to check what is emphasized or highlighted by the text writer. The general characteristics are the use of bold, italic, underline or the use of different font size (Eriyanto, 2018). Meanwhile, metaphor is utterance, idioms, proverbs, old-fashioned words that are used to be a justification reason on the argument that is wanted to be delivered in the text (Eriyanto, 2018). Another element of rhetorical is expression. That is the picture of attitude or characteristic of the actors in the text. In the context of this research, by the writer, actor's expression is pictured by either the actor's description or the dialogue.

Table5. Rhetoric

Novel	Graphic	Metaphor	Expression
ABBS	For two years, we were NOT MARRIED. I have also never been in birth controlling treatment during the intercourses. I was broken that time."	Son of a bitch "Im forever grateful to God for letting me meet a saint with white horse he he he…"	Aggressive, violent, hot-tempered, barbaric, brutal, fierce, harsh, impertinent, grumpy
MSP	This part contains violent element!	Prostitute Evil man	Angel sent by God Like a slave who has to obey her master's order

Source : (Yuendha, n.d.)

Rhetoric elements pay attention to graphics, metaphors and expression used by the author to describe the story. In ABBS, the author describes the victims as a person who experiences violence because of their own choice, namely to have sexual relations without marriage. The author uses the term like "A knight on a white horse" as metaphor to call a man who save the victims because he was willing to marry her even though she was pregnant with another man. In MPS novel, the author uses terms such as 'an angel sent by God' to describe the perpetrator and 'a slave who must obey his master' to describe the victim. Researchers in this element read this as a perpetuation of the gender stereotype that basically men are dominant.

Social Cognition

Social cognition in this research is seen through mental structure element in text production. The mental awareness of text producer that is obtained by reviewing the writer's works and the comments he wrote to answer the questions or the readers' responses. This is done because the writer cannot give the answer of the researcher that is sent through Joylada application.

ABBS novel is written by someone who identifies herself as Farahh15. In Joylada application, Farahh15 wrote five novels. Two of them are horror-genre, meanwhile the other three are romance-genre. From those five novels, it is only ABBS novel who gets more than 1 million readers. While, the other novels that has less than 100 thousand are deleted. The novel entitled "Suamiku Nakal", the researcher

came to conclusion that the writer has a tendency to give a male perspective as the party who sexually active, aggressive, dominant and has deviate behaviors. This novel was written on Joylada page after previously getting taken down by Joylada. That means there is violation done by the writer so that it was taken down. The writer never answers the given comments by the readers, either over-all comments or comments in eachchapter.

MSP novel is written by someone who identifies herself as Yuendha. She wrote three novels on Joylada application. On Joylada page, the writer also wrote her account name on the digital reader application Wattpad. Besides MSP, Yuenda's two other novels entitled "Crazy Little Girl" and "Stay with The Devil". All of them have romance-thriller genre. Crazy Little Girl is said to be the sequel of MSP by the writer. This novel talks about Christal, the daughter oDevix and Olive—the main characters of MSP. It is said that Christal loves to bully her friendsin school and does not have politeness just like the character of Devix—her father. While in other novels belong to Yuendha, they told the stories about a woman who gets hunted by the paid-killer with the motive of revenge. In the beginning part of the novels, the writer always saysthe stories have western background. In this context, the researcher sees the articulation of the writer through the title usage, the names of the characters, and how pre-marital sexual activity is pictured.

The phenomenon of the rise of 21+ stories in digital space is a hot topic of discussion. Along the pandemic COVID-19, which requires people doing activities in

their home, there has been an increase interesting to reading using application. But the problems, many novels contain of vulgar and sexuality topic and even sadism. Even though the novelist in the application lists the age limit of 21+ or including the novel in the adult category, there is no filter than can limitation the user. This means that children and teenager can access it as long as they have a device and internet.

In a webinar organized by Pamulang University in Jakarta, Achi T.M., a novelist said that the themes of adult, romantic, erotic-romantic stories were the themes that like the most. This is also shown by the comments that appear on the novel's pages from readers which often contain messages of sexuality (Aisyah, 2021).

In Joylada, the novels that are red the most and get more likes, will provide financial benefits for the authors. This is one of the motivations for writers instead of producing quality text according to the taste of the readers.

Social Analysis

The third element of discourse analysis by Van Dijk is related to social context. Discourse in Van Dijk's idea is part of society so that it needs analysis from the perspective on how a discourse is produced and reproduced in society. This is considered to have relation with the social cognition from the text procedure and how that text is comprehended by the readers. The reviewed social analysis in this research is related to how the society sees the violence in dating relationship that is brought by the writer as the theme of the story. Does violence in dating relationship become something normal and acceptable in social system? Is the brought phenomenon the reflection of the writer towards the existing values in society? To get social context element, the researcher interviewed six informants who read both reviewed novels.

From the interview result, the researcher concluded that the readers realize there is either violence or sexual abuse aspect in the novel. From those six informants, two of them like violence theme in fiction. Their reasons are mainly because the mainly image of the character makes the novel interesting to read. Nevertheless, all the informants said that they cannot tolerate violence including sexual abuse in both novels. According to the readers, the shown violence is inhuman action: "The shown violence in fiction is not inhuman". "The shown violence is very horrible such as sadistically torture and murder. Even though the reason behind is to protect his girlfriend."

One of six informants that were interviewed said that the sexual abuse makes fiction cannot be enjoyed. Sexual abuse obmits the mainly image of the male character and reading fiction with sexual abuse theme makes them feel uncomfortable. Though, three out of six informants admit that the character of Devix in MSP novel is pictured as an abuser but covered by the physical description and the articulated character as someone who is charming, honest, firm, and soft-hearted. The done atrocity and violent actions are only the effect of psychopath character that he bears because he is possessive towards what is his.

"The story is very epic. The evil who comes from wounds will turn to be abusive when anyone interferes

but yet he can be gentle towards the ones he loves."

"I don't like fiction with violence. But the writer could build a sweet character of a psychopath and it

makes me fall in love with that character."

"I don't like story which contains violence. But in this story, Devix is a psychopath. It makes the violence in this story seems normal. We are engaged to know the character of a psychopath, to understand

the cause and effect of that condition,"

Violence as hyperreality and Joylada simulacrum

The society consumption nowadays is not based on needs or desires. Consumption nowadays is more based on sign. Like the idea of Jean Baudrillard in The Consumer Society (1970), changing consumption motivation in capital society is happened. If originally the use value was the base of the consumption, then modernity snatches consuming motivation through sign values. Same goes with what is happened in fiction work message consumption. Originally literature works are meant as media to deliver values and moral messages. Then there is a shift on how text production becomes the open space of the writer to state the values he is believing. Mental cognition from perspective and life experiences that

he is believing is realized as a new reality through language practice that is done in the text the writer produces.

There are three "orders of simulacra": 1) in the first order of simulacra, which he associates with the pre-modern period, the image is a clear counterfeit of the real; the image is recognized as just an illusion, a place marker for the real; 2) in the second order of simulacra, which Baudrillard associates with the industrial revolution of the nineteenth century, the distinctions between the image and the representation begin to break down because of mass production and the proliferation of copies. Such production misrepresents and masks an underlying reality by imitating it so well, thus threatening to replace it (e.g., in photography or ideology); however, there is still a belief that, through critique or effective political action, one can still access the hidden fact of the real; 3) in the third order of simulacra, which is associated with the postmodern age, we are confronted with a precession of simulacra; that is, the representation precedes and determines the real. There is no longer any distinction between reality and its representation; there is only the simulacrum (Felluga, 2011).

The researcher obtains three orders of Baudrillard's simulacrum from the object, as below: (1) Violence and sexual abuse are actions that can be experienced in dating relationship, (2) Violence and sexual abuse are happened in private territory outside law realm, (3) Violence that the female victims got is something normal and can be accepted as a new reality in fiction works.

According to Baudrillard, those three simulacrum orders go along the advance of technology. In that case, Joylada as a

digital reading application actualizes the simulacrum bhanging the representation as reality. The reality of violence and sexual abuse (including rape, torture, and murder) are criminal acts fades away by showing the perpetrator as a character whois a psychopath or a character who had dark past because of broken home. Two characteristics ofhyperreality which comes in both novels are; (1) explosion signs that are violence and sexual abuse that the writer used as the background of the story and (2) in hyperreality, media is not only a communication facility but also power and controlling facility. This is represented in Joylada application which gives reward towards writers in case of their number of readers and not the quality of the works. Instead, the readers read based on the sign value. The characteristicsof manly, cool and challenging are values that are looked for by the fiction readers who has element of violence. The interesting one is from the social analysis aspect. The readers who represent society stated that they cannot approve violence and sexual abuse that are shown in thenovels because they consider them as inhuman actions.

CONCLUSION

The conclusions of this research will be stated in three points. First, the discourse about violence in both novels is brought by the text producer as a picture of his perspective about the reality of violence in dating relationship. That reality is reproduced through the language practice, from the title, theme, background and details to the dictions that are chosen by the writer. The process of discourse production and reproduction then creates hyperreality—the pseudo-reality that replaces the reality; the violence in dating relationship is normal and acceptable.

Second, the violence which happened in private realm is outside of law realm. ABBS writer 'sentenced' the perpetrator with a scene of him being arrested by the police. But that is not because of the violence he has done. While the writer of MSP novel makes the perpetrator as a hero, instead. Those actions of violence and criminal done by the perpetrator are untouched by law and even schemed as a heroic action to defend and protect the ones he loves.

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