

ABSTRAK

fenomena kekerasan seksual secara verbal masih sangat sering terjadi di lingkungan mahasiswa, salah satunya dalam bentuk *sexist humor*, yaitu candaan yang merendahkan dan mengobjektifikasi tubuh seseorang berdasarkan jenis kelamin. Candaan ini sering dianggap wajar dalam interaksi sehari-hari padahal berpotensi menimbulkan dampak psikologis bagi pihak yang menjadi sasaran. Penelitian kualitatif fenomenologis ini bertujuan untuk menggambarkan sikap mahasiswa Universitas Malikussaleh mengenai *sexist humor* sebagai bentuk kekerasan seksual secara verbal melalui komponen sikap Eagly dan Chaiken yaitu kognitif, afektif dan konatif. Subjek penelitian berjumlah lima orang mahasiswa yang mengetahui *sexist humor*, baik sebagai korban, saksi maupun pelaku. Data dikumpulkan melalui wawancara semi terstruktur serta observasi *partisipant dan non partisipant*. Selanjutnya dianalisis melalui proses mempersiapkan, membaca keseluruhan, membuat dan menerapkan coding, penyajian dan interpretasi. Hasil penelitian menunjukkan bahwa komponen kognitif, mahasiswa memiliki pemahaman yang beragam mengenai *sexist humor*, mulai dari menganggapnya sebagai candaan bersifat menghibur dan lumrah hingga mengandung unsur pelecehan. Pada komponen afektif, muncul respons emosional yang beragam, seperti rasa tidak nyaman dan simpati terhadap korban, hingga merasa netral dan senang ketika menyaksikan. Pada komponen konatif, kecenderungan perilaku mahasiswa beragam, mulai dari ikut tertawa dan membiarkan hingga menegur dan menghentikan candaan. Normalisasi *sexist humor* ditemukan akibat tingginya frekuensi perilaku dan tidak adanya sanksi tegas bagi pelaku. Penelitian ini juga menemukan bahwa simpati subjek terhadap korban dipengaruhi oleh frekuensi dan keparahan candaan serta hubungan interpersonal, dan ditemukan adanya perubahan peran saksi menjadi pelaku. Kesimpulannya bahwa sikap mahasiswa pada penelitian ini sangat beragam dan dapat menunjukkan ketidaksesuaian antara pemahaman, perasaan dan kecenderungan bertindak dalam merespon fenomena.

Kata kunci : Kekerasan seksual verbal, mahasiswa, normalisasi, *sexist humor*, sikap.

ABSTRACT

Verbal sexual harassment remains highly prevalent among university students, one manifestation being sexist humor—jokes that demean and objectify a person's body based on their sex. Such humor is often perceived as a normal part of daily interaction, despite its potential to generate significant psychological harm for those targeted. This qualitative phenomenological study aims to describe the attitudes of Universitas Malikussaleh students toward sexist humor as a form of verbal sexual harassment, examined through Eagly and Chaiken's three attitude components: cognitive, affective, and conative. The research subjects comprised five students who had encountered sexist humor as victims, witnesses, or perpetrators. Data were collected through semi-structured interviews as well as participant and non-participant observation, and data is analyzed by preparing, reading thoroughly, coding, presenting, and interpreting the results. The findings indicate that, at the cognitive level, students held varied understandings of sexist humor, ranging from viewing it as entertaining and commonplace to recognizing it as a form of harassment. At the affective level, emotional responses varied, including discomfort and sympathy toward victims, as well as neutrality or amusement when witnessing such humor. At the conative level, behavioral tendencies also varied, ranging from laughing along and remaining passive to reprimanding or halting the joke. The normalization of sexist humor was found to result from its high frequency of occurrence and the absence of firm sanctions against perpetrators. The study further revealed that subjects' sympathy toward victims was influenced by the frequency and severity of the jokes as well as interpersonal relationships, and identified instances in which witnesses subsequently transitioned into perpetrators. In conclusion, students' attitudes in this study were highly diverse and revealed inconsistencies among understanding, feelings, and behavioral tendencies in responding to this phenomenon.

Keywords: Attitude, normalization, sexist humor, students, verbal sexual violence.