

## IMAGERY IN DIOSETTA'S "RUMAH TUMBAL JANIN" DIGITAL HORROR FICTION: A STYLISTIC STUDY

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**Abstract.** Horror stories are developing in Indonesia along with the development of social media and digital mass media. Each story is composed with imagery to achieve an impression for the reader of the work. The study was conducted to detail the variety of imagery, and describe the dominant imagery in the fictional story "Rumah Tumbal Janin" by Diosetta. The research was conducted with a descriptive qualitative approach. The analysis was carried out with a critical reading of the serialized digital horror story that became the object of study. The results of the analysis show that there are five imagery in this horror story, 1) visual, 2) auditive, 3) touch, 4) smell, and 5) motion. The imagery that dominates Diosetta's "Rumah Tumbal Janin" story is visual imagery and auditory imagery. The imagery in this story is used to support the fear and discomfort that characterize the horror genre.

**Keywords:** digital fiction; horror genre; imagery

### INTRODUCTION

The development of digital technology has had an impact on various aspects of life, including the production of literary works in Indonesia. Digital technology creates a digital space that is utilized for many things, including writing. Literary works are no longer limited to newspapers or printed mass media, but are also written and published in digital mass media that are not paper-based. The development of literature from print to digital is often called digital literature, cyber literature, or other terms that combine the word literature with words related to technology. Literary literature is referred to as imaginative essays published in internet media (Sugiarti, 2021). The definition of digital literature is also associated with the role of social media, namely literary works published by utilizing social media (Artika et al, 2021). Based on some of these opinions, it can be concluded that digital literature is a literary work published by utilizing digital technology such as the internet and social media. One form of literary genre that develops by utilizing social media and the internet is the horror genre. Horror genre literary works became popular with readers in Indonesia, after their publication on social media such as *Twitter* and other digital mass media.

One of the horror genre literary works published by utilizing digital technology is Diosetta's "Rumah Tumbal Janin". It's a serialized story published through a digital mass media called kumparan.com. This story is one of several horror genre serialized stories published by digital mass media kumparan.com. The popularity of horror fiction writing in Indonesia began when several authors published stories in the form of threads through social media Twitter. The development of Twitter by giving rise to the thread feature, led to the emergence of the literary genre Twitter as one of the products of digital literature. (Martinez & Pablo, 2021). The popularity of writing horror genre literary works on social media is increasingly visible, after several horror works on digital media have been explored into big screen forms, such as "KKN di Desa Penari" and "Keluarga Tak Kasat Mata".

The impression in a literary work is determined by the way the author processes the sentences. Works with the horror genre, oriented towards fear, anxiety, and horror that the reader receives (Noell, 1990). These kinds of impressions are generated through the processing of sentences carried out by the author of the story. Linguistics recognizes the impact of a literary discourse influenced by the language style or style of a writer. One part of stylistic science is imagery. The function of imagery in a literary work is to clarify or optimize the reader's imagination through the five senses and narratives written in detail (Baity & Anis, 2022). Each imagery leads to a detailed explanation of a narrative depicted with the help of the five senses. Imagery is divided into several types, visual, hearing, touch, smell, and motion (Nurgiyantoro, 2019). Imagery is not only used as a style in poetry, but rather other literary works such as prose or drama. The use of imagery is also used in digital literary works to clarify the story or description of an event.

Imagery analysis has been performed in several previous studies. Arina et al's study entitled *Aspek Citraan dalam Novel Diam-diam Saling Cinta Karya Arafat Nur*, revealed that the five images contained in the novel serve for the description of characters, settings, plots, and themes (Arina et al, 2022). The specification of auditory imagery analysis was carried out by Jafar and Dina in a study entitled *Citraan Pendengaran dalam Kumpulan Cerpen Transit: Urban Stories Karya Seno Gumira Ajidarma*, which showed that auditory imagery in the short story collection was used to provide a detailed picture of events (Jafar & Dina, 2022). Several imagery studies that were previously carried out, analyzed imagery with short stories and novels as the object. Analysis of imagery in serialized story works, and specifically horror genres, is still limited. Analysis of imagery in the horror genre serialized story "Rumah Tumbal Janin" by Diosetta is also still limited. No studies have been conducted to analyze the dominant imagery or the variety of imagery in the story. Based on this explanation, the study was carried out with two objectives, including knowing the variety of imagery used in horror genre serialized stories entitled "Rumah Tumbal Janin" by Diosetta, and describing the imagery that dominates the serial horror stories.

## RESEARCH METHOD

The study was conducted by applying a descriptive qualitative approach. Researchers conducted a stylistic analysis of the horror story "Rumah Tumbal Janin" by Diosetta. The stylistic analysis aspect in this study focuses on imagery. The main data in this study is a horror story series entitled "Rumah Tumbal Janin" by Diosetta. This story was published on digital mass media [kumparan.com](http://kumparan.com). Data collection techniques are carried out by listening to notes, or reading while recording sentences or dialogues on stories that correspond to imagery mapping in stylistic science. Data analysis begins with researchers reading a series of horror stories that are the main data of the study. Researchers read and map the content of discourse, which is in line with the qualitative principle that researchers are research instruments (Sugiyono, 2015). This step was taken to answer the formulation of the first research goal, which is to find out the variety of imagery contained in the digital horror story series "Rumah Tumbal Janin" by Diosetta. After the reading of the story and mapping of the imagery were completed, the researcher calculated and presented the number of images. This step was taken to answer the formulation of the second study, namely knowing the dominant imagery used in the digital horror story series "Rumah Tumbal Janin" by Diosetta.

## RESULT AND ANALYSIS

### 1.1 Five Imagery of "Rumah Tumbal Janin"

Imagery is one of the styles used by the author to emphasize or clarify the picture in the story. Imagery is categorized into five, namely sight, hearing, touch, smell, and motion (Nurgiyantoro, 2019). Each imagery represents a specification of the story that can be accepted or understood through the five senses of man. Based on the analysis of imagery in the serial horror story "Rumah Tumbal Janin", the story uses all five varieties of imagery to clarify the narrative of the story.

These images are portrayed in various ways, such as the author's narrative, the character's actions, and the character's oral speech.



Fig. 1. "Rumah Tumbal Janin" by Diosetta

Visual imagery is the specification of objects or phenomena that can be seen by the eye or seen visually with the help of the sense of sight (Nurgiyantoro, 2019). Some of the visual imagery written on the serial horror story "Rumah Tumbal Janin" can be seen in the following 2 paragraph excerpts.

**Data 1.** Dari dalam kegelapan, samar-samar **terlihat** begitu banyak sosok seperti bayi yang belum siap lahir bergelimpangan di lantai dapur dan merayap-rayap di dinding.

**Data 2** Dia berdiri di sana. Sesosok perempuan berambut panjang sepinggang mengenakan daster berwarna putih yang sudah dipenuhi bercak darah.

Based on data 1, it can be known that the characters in the story see babies full of blood crawling in the kitchen area. The bloody babies that the characters see are evidence of visual imagery because the characters know the strangeness and horror in the kitchen of their home through the sense of sight. The word 'seeing' proves the image of vision. Data 2 describes a monstrous female figure described through visual aspects or sense of sight. These two quotes lead the reader to more easily imagine the horrors that occur in the kitchen and the female ghost through the sense of sight, which generates fear and discomfort for the reader.

Auditory imagery is the specification of objects or phenomena that can be heard by the ear or received audiolly with the help of the sense of hearing (Nurgiyantoro, 2019). Some of the auditory imagery written on the serial horror story "Rumah Tumbal Fetus" can be seen in the following 2 paragraph excerpts.

**Data 3.** ... samar-samar aku **mendengar** suara aneh dari arah dapur. Seperti tangisan yang tertahan. Suaranya timbul-tenggelam, kadang muncul dan kadang menghilang.

**Data 4.** Samar-samar **terdengar** suara perempuan yang tidak kukenal berbisik di ruangan ini.

Data 3 and data 4 show the similarity of the figure I hear the voice. The voices heard by the character Aku are clearly depicted, namely the sound of crying and the voice of an unknown woman. The character I hear these voices through his sense of hearing. The words 'hear' and 'sound' prove the image of hearing. Both of these quotes lead the reader to more easily imagine the horrors that occur through the sound received through the sense of hearing, which generates fear and discomfort for the reader.

Imagery of touch is the specification of an object or phenomenon that can be narrated with the involvement of the sense of touch or touch (Nurgiyantoro, 2019). Some of the touching imagery written on the serial horror story "Rumah Tumbal Janin" can be seen in the following 2 paragraph excerpts.

**Data 5.** Udara malam ini **terasa** lebih dingin dari biasanya.

**Data 6.** Aku **merasakan** getaran dari telpon genggamku.

Data 5 and data 6 show similarities, namely characters who feel something through the sense of touch. The character feels the coldness and vibration of the device through his sense of touch.

The words 'feel' and 'feel' prove the image of groping. Both of these quotes lead the reader to understand notifications in the form of vibrations. In addition, the image of the touch appears to be in the cold that causes discomfort to the reader.

Olfactory imagery is a specification of an object or phenomenon that can be narrated with the involvement of the sense of smell (Nurgiyantoro, 2019). Some of the olfactory imagery written on the serialized horror story "Rumah Tumbal Janin" can be seen in the following 2 paragraph excerpts.

**Data 7.** Aroma kemenyan **tercium** jelas saat kami mendekat.

**Data 8.** Namun entah mengapa, tiba-tiba **tercium** aroma busuk. Ia mencoba mencari sumber bau itu, tapi tak ada yang mencurigakan. Saat Rani mencuci muka, **bau** itu makin menyengat.

Data 7 and data 8 show the similarity of inhaling a scent through the sense of smell. Data 7 tells of characters in the story inhaling the scent of frankincense. Data 8 tells the story of Rani inhaling the scent of a foul smell. The words 'smell' and 'smell' prove the image of smell. These two quotes clarify the scent inhaled by the character, namely the scent of frankincense and the smell of rot. These two images of smell create fear and discomfort for the reader, and the scent of rot and frankincense is always associated with fear.

Motion imagery is the specification of an object or phenomenon that can be narrated by action (Nurgiyantoro, 2019). Some of the motion imagery written on the serial horror story "Rumah Tumbal Janin" can be seen in the following 2 paragraph excerpts.

**Data 9.** Dengan sigap Pak Bimo **mengambil posisi ke belakang nenek itu, dan memegang kepalanya** sambil **membacakan doa dan ayat-ayat suci**.

**Data 10.** Aku **menarik** Anita menjauh dari nenek itu, namun sekali lagi nenek itu sudah menghilang dari belakang Anita.

Data 9 and data 10 show the actions taken by Mr. Bimo and Aku figures. Data 9 tells the story of Mr. Bimo who made a series of movements to carry out an exorcism. Data 10 tells the character of Aku who moves to secure the threatened character of Anita. The phrases and clauses bolded in these data indicate actions or movements that are a form of using motion imagery. These two quotes make clear each of the actions that the character performs. These two motion imagery support tension or fear as well as discomfort for the reader.

### 1.2 Vision and Hearing Sources of Fear

The results of the analysis of the imagery of the horror story serialized "Rumah Tumbal Janin" by Diosetta, show that the story uses five imagery. The five images are visual, auditory, olfactory, touch, and motion. The next analysis is to find the imagery that dominates the story. This step was done to find out the image style of the author of Diosetta. Style becomes the identity of a writer in creating works (Nurgiyantoro, 2019). The percentage of imagery used in the serialized horror story "Rumah Tumbal Janin" is as follows.

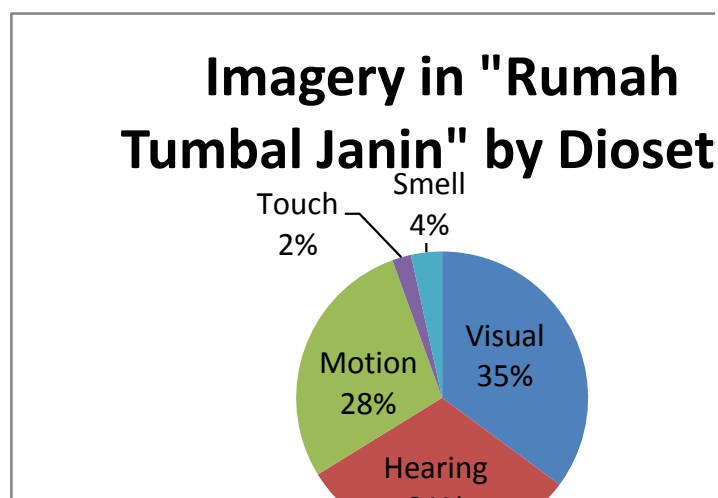


Fig. 2. "Rumah Tumbal Janin" Imagery

The percentage results show the dominance of imagery in the serial horror story "Rumah Tumbal Janin", found in visual imagery. The details or explanations of the story are mostly written with explorations on the sense of sight. Visual imagery is the specification of objects or phenomena that can be seen by the eye or seen visually with the help of the sense of sight, (Nurgiyantoro, 2019). The predominance of imagery after visual is auditory or auditory imagery. Auditory imagery is the specification of objects or phenomena that can be heard by the ear or received audiolly with the help of the sense of hearing (Nurgiyantoro, 2019). This shows that the serialized horror story "Rumah Tumbal Janin" is more dominant in exploring the chain of visual and sound events than other imagery. However, the entire imagery used by the story writer aims to support the horror aspect that causes fear and discomfort for the reader.

## CONCLUSION

The study was conducted with two objectives, including knowing the variety of imagery used in the horror genre series entitled "Rumah Tumbal Janin" by Diosetta, and describing the imagery that dominates the serial horror story. Analysis of the serial horror story "Rumah Tumbal Janin" shows that the horror story uses five images, namely visual, auditory, olfactory, touch, and motion imagery. The imagery in the serial horror story "Rumah Tumbal Janin" is dominated by visual imagery. Researchers hope that further stylistic studies can be carried out to analyze digital literary works as their objects. In addition, researchers suggest that horror literature studies in Indonesia will be improved.

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