

ABSTRACT

The mainstream media is considered less represent the voice of all citizens. The mainstream media often made into a tool for the benefit of the Government. Presence of alternative media is a form of resistance against the mainstream media because alternative media could share the voice and aspiration for the container into the community that their voice was not represented by mainstream media. One form of alternative media is zine. Zine is a non-professional media and circulated in veiled. The presence of a zine can also be found in Bandung such as Cucukrowo Mekgejin and Kaplok Balik Dong! This study uses qualitative methods as well as examine two titles for the zine examined using critical discourse analysis by Norman Fairclough by analyzing text, text production practices, as well as the practice of socioculture. The results of this research are both the title of the zine delivered their opinion subjectively and packed with slang words where represents the culture that is owned by the respective environmental zine.

Keywords: Zine, Mainstream Media, Norman Fairclough