

**ANALISIS RESEPSI *FOLLOWER TIKTOK* DALAM
MEMBANGUN *SELF DEVELOPMENT* PASCA PANDEMI
COVID 19 (STUDI KASUS *TIKTOK @ANANZAPRILI*)**

ABSTRAK

Pandemi Covid 19 yang terjadi di dua tahun terakhir mengakibatkan tingginya gangguan psikologis di masyarakat yang meliputi masalah kecemasan, depresi, dan trauma psikologis. Ironisnya, masalah gangguan psikologis ini tidak kunjung pulih dan justru semakin meningkat pada pasca pandemi. Ananza Prili sebagai salah satu *content creator* memanfaatkan ilmunya untuk mengedukasi khalayak terkait *self development*. Melalui tayangan *video* pada akun *TikTok @ananzaprili* yang berjudul “Cara Kendalikan Cemas”, Ananza mencoba memberikan informasi mengenai cara-cara yang dapat dilakukan khalayak untuk mengendalikan perasaan cemas. Oleh sebab itu, penelitian ini bertujuan untuk mengetahui bagaimana resepsi (penerimaan) khalayak terhadap tayangan *video TikTok @ananzaprili* berjudul “Cara Kendalikan Cemas” dalam membangun *self development* pada pasca pandemi Covid 19 dengan menggunakan Teori Analisis Resepsi yang dikemukakan oleh Stuart Hall. Peneliti menggunakan pendekatan kualitatif dengan metode analisis resepsi serta teknik pengumpulan data dengan menggunakan teknik *purposive sampling*. Berdasarkan model *encoding-decoding* yang digagas oleh Stuart Hall hasil penelitian menunjukkan bahwa dari kelima informan, terdapat 3 (tiga) informan yang berada pada posisi Hegemonik Dominan dan 2 (dua) informan berada pada posisi Negosiasi. Perbedaan penerimaan makna ini dilatarbelakangi oleh situasi dan kondisi saat menerima pesan, tipe kepribadian, profesi, sensitivitas informan terhadap perasaan *insecure* dan *overthinking*.

Kata Kunci: Analisis Resepsi, *Self Development*, Mengendalikan Cemas, *TikTok*.

**ANALYSIS OF TIKTOK FOLLOWER RECEPTIONS
IN BUILDING SELF DEVELOPMENT IN POST PANDEMI
COVID 19 (TIKTOK CASE STUDY @ANANZAPRILI)**

ABSTRACT

The Covid 19 pandemic that occurred in the last two years has resulted in high levels of psychological disorders in society which include problems of anxiety, depression and psychological trauma. Ironically, the problem of psychological disorders has not recovered and has actually increased in the post-pandemic period. Ananza Prili as a content creator uses her knowledge to educate audiences regarding self-development. Through a video showing on his TikTok account @ananzaprili entitled "How to Control Anxiety", Ananza tries to provide information about ways that audiences can control feelings of anxiety. Therefore, this study aims to find out how the audience's reception of @ananzaprili's TikTok video show entitled "Cara Control Anxiety" in building self-development in the post-Covid 19 pandemic by using the Reception Analysis Theory put forward by Stuart Hall. Researchers used a qualitative approach with reception analysis methods and data collection techniques using purposive sampling techniques. Based on the encoding-decoding model initiated by Stuart Hall, the results showed that of the five informants, there were 3 (three) informants who were in a dominant hegemonic position and 2 (two) informants who were in a position of negotiation. The difference in the acceptance of this meaning is motivated by the situation and conditions when receiving the message, personality type, profession, sensitivity of the informants to feelings of insecurity and overthinking.

Keywords: Reception Analysis, Self Development, Control Anxiety, TikTok.