

**ANALISIS RESEPSI KHALAYAK DALAM MEMAKNAI KEKERASAN
SEKSUAL BERBASIS ELEKTRONIK (KSBE)
PADA FILM *LIKE & SHARE***

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ABSTRAK

Penelitian ini bertujuan untuk menjelajahi resepsi penonton terhadap film *Like & Share* terkait dengan isu kekerasan seksual berbasis elektronik menggunakan teori Resepsi Encoding Decoding Stuart Hall, dengan fokus pada variasi latar belakang narasumber, termasuk perbedaan pandangan terhadap usia korban. Penelitian ini menggunakan metode kualitatif pendekatan analisis resepsi dengan film *Like & Share* sebagai sumber data dan lima narasumber yang menonton film sebagai khalayak. Wawancara dilakukan dengan setiap narasumber untuk mendapatkan pemahaman mendalam tentang resepsi terhadap representasi kekerasan seksual berbasis elektronik dalam film. Dalam kerangka teori Resepsi Stuart Hall, hasil analisis menunjukkan bahwa kelima narasumber dapat dikategorikan ke dalam salah satu posisi resepsi, yaitu posisi Hegemoni Dominan. Semua narasumber sepakat dan mendukung keseluruhan makna yang disampaikan oleh film, menggambarkan kekerasan seksual berbasis elektronik sebagai tindakan serius yang berdampak traumatis dan merubah karakter korban. Dalam merinci resepsinya, informan pertama, Bu Aida, menekankan potensi korban untuk bangkit dan melanjutkan hidup. Hilma, informan kedua, menyoroti perlakuan positif terhadap korban dalam film dan pentingnya dukungan sosial. Iqbal, informan ketiga, memberikan perspektif tentang rentannya karakter korban, terutama terkait usia mereka. Mas Tariz, sejalan dengan informan sebelumnya, menyoroti dampak fatal kekerasan seksual berbasis elektronik. Informan kelima, Widya, menekankan pentingnya penggambaran realistis untuk memungkinkan penonton merasakan pengalaman korban. Dalam keseluruhan penelitian, para informan menyimpulkan bahwa film *Like & Share* berhasil menggambarkan dampak kekerasan seksual berbasis elektronik secara logis dan realistis, memberikan pemahaman mendalam tentang trauma psikologis yang dialami karakter korban. Kesimpulan ini memberikan pandangan yang kokoh tentang keberhasilan film dalam menyampaikan pesan dan merangsang pemikiran serta empati penonton terhadap isu yang sensitif ini.

Kata kunci: Analisis Resepsi, Khalayak, Pemaknaan, Kekerasan Seksual Berbasis Elektronik, *Encoding Decoding*

**ANALYSIS OF AUDIENCE RECEPTION IN INTERPRETING
ELECTRONIC-BASED SEXUAL VIOLENCE
IN THE FILM "LIKE & SHARE"**

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ABSTRACT

This research aims to explore the audience's reception of the film "Like & Share" regarding the issue of electronic-based sexual violence using Stuart Hall's Reception Encoding Decoding theory, focusing on variations in the backgrounds of informants, including differences in perspectives on the age of victims. This research employs a qualitative method utilizing a reception analysis approach, with the film "Like & Share" as the data source and involving five informants who watched the film as the audience. Interviews were conducted with each informant to gain a profound understanding of the reception of the representation of electronic-based sexual violence in the film. Within Stuart Hall's Reception theory framework, the analysis results indicate that all five informants can be categorized into three reception positions, namely the Dominant Hegemony position. All informants agree and support the overall meaning conveyed by the film, depicting electronic-based sexual violence as a serious act that has traumatic impacts and alters the characters of the victims. In detailing their receptions, the first informant, Bu Aida, emphasizes the potential for victims to rise and continue their lives. Hilma, the second informant, highlights the positive treatment of victims in the film and the importance of social support. Iqbal, the third informant, provides a perspective on the vulnerability of victim characters, especially regarding their age. Mas Tariz, in line with the previous informants, focuses on the fatal impact of electronic-based sexual violence. The fifth informant, Widya, emphasizes the importance of realistic portrayal to enable the audience to feel the experiences of the victims. In the overall study, the informants conclude that the film "Like & Share" successfully depicts the logical and realistic impacts of electronic-based sexual violence, providing a profound understanding of the psychological trauma experienced by the characters. This conclusion offers a robust view of the film's success in conveying its message and stimulating the thoughts and empathy of the audience toward this sensitive issue.

Keywords: Reception Analysis, Audience, Meaning, Electronic-based Sexual Violence, Encoding Decoding