

ABSTRAK

LGBT (*Lesbian, Gay, Bisexual, & Transgender*) merupakan isu yang masih sangat tabu dan sensitif di Indonesia. Kemunculan isu tersebut diberbagai platform media juga banyak memicu pro dan kontra, tak terkecuali pada *Opening Ceremony* Olimpiade Paris 2024. Maka dari itu, penelitian ini bertujuan untuk mengetahui bagaimana pemaknaan khalayak terhadap kemunculan scene LGBT dalam *Opening Ceremony* Olimpiade Paris 2024. Penelitian ini menggunakan metode analisis resepsi Stuart Hall untuk mengetahui posisi pemaknaan khalayak yang terbagi menjadi tiga posisi yaitu *dominant hegemonic reading*, *negotiated reading*, dan *oppositional reading*. Metode penelitian ini menggunakan analisis resepsi dengan pendekatan kualitatif serta paradigma konstruktivisme. Data yang digunakan sebagai sumber penelitian diperoleh melalui teknik wawancara mendalam dan observasi. Informan dalam penelitian ini dipilih dengan menggunakan teknik *purposive sampling*. Berdasarkan temuan hasil penelitian menunjukkan, terdapat dua informan di posisi *dominant hegemonic reading*, satu informan di posisi *negotiated reading*, dan tiga informan di posisi *oppositional reading*. Adanya perbedaan ini dipengaruhi oleh berbagai latar belakang seperti lingkungan, pemahaman, dan pengalaman informan terkait isu LGBT.

Kata Kunci: Analisis resepsi, LGBT, Olimpiade, Opening, Ceremony

ABSTRACT

LGBT (Lesbian, Gay, Bisexual, & Transgender) is an issue that is still very taboo and sensitive in Indonesia. The emergence of the issue in various media platforms has also triggered many pros and cons, including the Opening Ceremony of the Paris 2024 Olympics. Therefore, this research aims to find out how audiences interpret the appearance of the LGBT scene in the Opening Ceremony of the 2024 Paris Olympics. This research uses Stuart Hall's reception analysis method to find out the position of audience meaning which is divided into three positions, namely dominant hegemonic reading, negotiated reading, and oppositional reading. This research method uses reception analysis with a qualitative approach and constructivism paradigm. The data used as research sources were obtained through in-depth interview techniques and observation. Informants in this study were selected using purposive sampling technique. Based on the findings, there are two informants in the dominant hegemonic reading position, one informant in the negotiated reading position, and three informants in the oppositional reading position. This difference is influenced by various backgrounds such as the environment, understanding, and experience of informants related to LGBT issues.

Keywords: *Reception analysis, LGBT, Olympics, Opening, Ceremony*