

**ANALISIS RESEPSI TERHADAP KONTEN PARODI VIRAL POV:
“SORRY BUKAN TIPE GW...” DI TIKTOK @TENUE DE ATTIRE**

Auliya Purwita Sari

ABSTRAK

Perkembangan TikTok sebagai media pemasaran digital telah mendorong brand lokal untuk mengadopsi strategi konten kreatif guna menjangkau audiens yang semakin beragam. Penelitian ini mengkaji resepsi audiens terhadap konten parodi viral POV: "Sorry Bukan Tipe Gw.." yang diproduksi oleh akun TikTok @Tenue de Attire, sebuah brand fashion lokal yang dikenal melalui pendekatan humor konten parodi repetitif. Penelitian menggunakan teori Analisis Resepsi Stuart Hall (*encoding/decoding*) sebagai landasan utama, didukung konsep respons audiens Zeng et al. (kognitif, afektif, konatif), serta teori *viral marketing* dari Harahap dan Ratna. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan paradigma konstruktivisme, melalui teknik wawancara mendalam terhadap enam informan audiens yang dipilih secara *purposive* berdasarkan keberagaman latar belakang, profesi, dan kebiasaan konsumsi media, serta satu narasumber praktisi *content creator* yang pernah berkolaborasi dengan @Tenue de Attire. Data juga diperkuat melalui observasi kolom komentar TikTok. Temuan penelitian menunjukkan bahwa resepsi audiens bersifat heterogen tiga informan berada pada posisi *dominant hegemonic* karena menerima pesan brand secara utuh didorong oleh kebutuhan fungsional dan pengaruh sosial, sementara tiga informan lainnya berada pada posisi *negotiated* karena tingginya literasi media dan latar belakang profesional. Posisi *oppositional* tidak ditemukan dalam penelitian ini. Penelitian ini menyimpulkan bahwa strategi konten parodi POV terbukti efektif dalam membangun *brand awareness* lintas segmen audiens, meskipun tingkat konversi pembelian bergantung pada relevansi kebutuhan masing-masing individu.

Kata Kunci: Analisis Resepsi, Konten Parodi, TikTok, *Soft selling*, *Viral marketing*

**ANALISIS RESEPSI TERHADAP KONTEN PARODI VIRAL POV:
“SORRY BUKAN TIPE GW...” DI TIKTOK @TENUE DE ATTIRE**

Auliya Purwita Sari

ABSTRACT

The growth of TikTok as a digital marketing platform has encouraged local brands to adopt creative content strategies in order to reach an increasingly diverse audience. This study examines audience reception of the viral parody content POV: "Sorry Bukan Tipe Gw.." produced by the TikTok account @Tenue de Attire, a local fashion brand known for its repetitive humor-based parody content approach. The study employs Stuart Hall's Reception Analysis theory (encoding/decoding) as its primary framework, supported by Zeng et al.'s audience response concept (cognitive, affective, conative), and viral marketing theory from Harahap and Ratna. A descriptive qualitative method with a constructivism paradigm was applied, utilizing in-depth interviews with six purposively selected informants based on diversity of background, profession, and media consumption habits, as well as one practitioner informant — a content creator who had previously collaborated with @Tenue de Attire. The findings were further reinforced by observation of TikTok comment sections. The findings reveal that audience reception is heterogeneous — three informants occupied the dominant hegemonic position by fully accepting the brand's message driven by functional needs and social influence, while the remaining three occupied the negotiated position owing to higher media literacy and professional background. No oppositional position was identified in this study. This study concludes that the POV parody content strategy proves effective in building brand awareness across diverse audience segments, although purchase conversion rates remain highly dependent on the relevance of each individual's personal needs.

Keywords: Reception Analysis, Parody Content, TikTok, Soft selling, Viral marketing