

ANALISIS RESEPSI AUDIENS KONTEN GERAKAN 17+8 TUNTUTAN RAKYAT DI INSTAGRAM @JEROMEPOLIN

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ABSTRAK

Penelitian ini bertujuan menganalisis resepsi audiens terhadap konten Instagram Jerome Polin terkait Gerakan 17+8 Tuntutan Rakyat. Fokus penelitian mencakup pemaknaan terhadap tiga unggahan, posisi resepsi berdasarkan teori *encoding-decoding* Stuart Hall, faktor pembentuk resepsi, serta pandangan audiens terhadap peran Jerome sebagai figur publik non-politik. Penelitian menggunakan pendekatan kualitatif dengan metode analisis resepsi Stuart Hall. Data diperoleh melalui wawancara mendalam semi-terstruktur, yaitu wawancara dengan pedoman pertanyaan utama yang tetap memberi ruang bagi pertanyaan lanjutan, terhadap 10 informan pengikut @jeromepolin yang telah melihat unggahan terkait, serta dokumentasi tiga unggahan sebagai data pendukung. Hasil penelitian menunjukkan 4 informan berada pada posisi dominan, 5 pada posisi negosiasi, dan 1 pada posisi oposisi. Posisi negosiasi menjadi yang banyak ditemukan, artinya menunjukkan bahwa audiens umumnya menerima tujuan utama konten, tetapi tetap menilai secara kritis realisme, substansi, dan keberlanjutan gerakan 17+8 Tuntutan Rakyat. Selain itu, perbedaan resepsi audiens terletak pada pengetahuan dan ketertarikan terhadap isu sosial-politik, pengalaman pribadi, konsumsi media, lingkungan sosial, citra awal Jerome, sedangkan penilaian terhadap kredibilitasnya. Jerome dimaknai sebagai figur yang dapat mendekatkan isu sosial-politik kepada audiens usia muda, tetapi dituntut menyampaikan informasi secara jelas, substansial, dan konsisten. Temuan ini menegaskan bahwa audiens media sosial merupakan pihak yang aktif dalam membentuk makna.

Kata kunci: Analisis Resepsi, Gerakan 17+8 Tuntutan Rakyat, Instagram, Jerome Polin, Stuart Hall.

**ANALYSIS OF AUDIENCE RECEPTION OF THE “17+8 PEOPLE'S
DEMANDS” MOVEMENT CONTENT ON INSTAGRAM @JEROMEPOLIN**

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ABSTRACT

This study aims to analyze audience reception of Jerome Polin's Instagram content related to the 17+8 People's Demands Movement. It focuses on audience interpretations of three posts, reception positions based on Stuart Hall's encoding-decoding theory, factors shaping reception, and views of Jerome's role as a non-political public figure in socio-political issues. This study employed a qualitative approach using reception analysis Stuart Hall. Data were collected through in-depth semi-structured interviews, guided by key questions while allowing follow-up questions, with 10 informants who followed @jeromepolin and had seen the related posts. Documentation of the three posts was used as supporting data. The findings show that 4 informants occupied the dominant position, 5 the negotiated position, and 1 the oppositional position. The predominance of the negotiated position indicates that audiences generally accepted the main purpose of the content while critically assessing the movement's realism, substance, and continuity. Differences in reception lay in socio-political knowledge and interest, personal experience, media consumption, social environment, Jerome's prior image, and evaluations of his credibility. Jerome was perceived as capable of bringing socio-political issues closer to young audiences, while still being expected to communicate information clearly, substantively, and consistently. These findings affirm that social media audiences actively construct meaning.

Keywords: 17+8 Tuntutan Rakyat Movement, Instagram, Jerome Polin, Reception Analysis, Stuart Hall.