

ANALISIS RESEPSI KHALAYAK TERHADAP ISU PERUNDUNGAN DALAM FILM JUMBO

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ABSTRAK

Perundungan merupakan permasalahan sosial yang dapat terjadi secara langsung maupun tersirat dalam interaksi sehari-hari. Penelitian ini bertujuan mengetahui dan memahami resepsi khalayak terhadap isu perundungan dalam film Jumbo. Penelitian menggunakan metode deskriptif kualitatif, paradigma konstruktivisme, dan teori *Encoding-Decoding* Stuart Hall. Data diperoleh melalui wawancara mendalam terhadap Enam Informan yang telah menonton film Jumbo dan memahami konsep perundungan, serta didukung observasi dan studi dokumentasi. Hasil penelitian menunjukkan bahwa khalayak memaknai penolakan, peremehan, ejekan verbal, dan pengucilan sosial sebagai bentuk perundungan yang berdampak secara emosional dan psikologis terhadap korban. Keenam informan berada pada posisi Negosiasi (*Negotiated Readings*) karena menerima pesan utama film, tetapi mengembangkan pemaknaan berdasarkan pengalaman, pengetahuan, lingkungan sosial, nilai, dan sudut pandang masing-masing. Posisi Hegemoni Dominan (*Dominant Hegemonic Readings*) dan posisi Oposisi (*Oppositional Readings*) tidak ditemukan. Proses pemaknaan turut dipengaruhi oleh *Frameworks of Knowledge*, *Relations of Production*, dan *Technical Infrastructure* yang menunjukkan peran aktif khalayak dalam memaknai pesan perundungan melalui media film sebagai bagian dari proses decoding pesan.

Kata kunci: Analisis resepsi, Perundungan, Film Jumbo, Khalayak

AUDIENCE RECEPTION ANALYSIS OF THE BULLYING ISSUE IN THE FILM JUMBO

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ABSTRACT

Bullying is a social issue that can occur both directly and implicitly in daily interactions. This study aims to identify and understand audience reception toward the issue of bullying in the movie Jumbo. The research utilizes a qualitative descriptive method, a constructivist paradigm, and Stuart Hall's Encoding-Decoding theory. Data were obtained through in-depth interviews with six informants who have watched the movie Jumbo and understand the concept of bullying, supported by observations and documentary studies. The results indicate that the audience interprets rejection, belittling, verbal mockery, and social exclusion as forms of bullying that have emotional and psychological impacts on the victims. All six informants are in the Negotiated Readings position because they accept the movie's main message but develop their interpretations based on their respective experiences, knowledge, social environments, values, and perspectives. The Dominant Hegemonic Readings position and the Oppositional Readings position were not found. The process of interpretation is also influenced by Frameworks of Knowledge, Relations of Production, and Technical Infrastructure, demonstrating the audience's active role in interpreting bullying messages through film media as part of the message decoding process.

Keywords: Reception analysis, Bullying, Jumbo Film, Audience