

ANALISIS RESEPSI PENGGEMAR MENGENAI CITRA MARK NCT DALAM KOLABORASI DENGAN MCDONALD'S KOREA DI TENGAH FENOMENA BOIKOT PRODUK PRO- ISRAEL

KAYLA RIASYA SALSABILA

ABSTRAK

Kolaborasi antara idola K-Pop dengan *brand* adalah salah satu strategi pemasaran yang kerap dilakukan. Namun, kolaborasi Mark NCT x McDonald's Korea yang dikaitkan masyarakat dengan isu boikot produk pro-Israel memunculkan perbedaan pemaknaan di kalangan penggemar. Oleh sebab itu, penelitian ini bertujuan untuk mengetahui bagaimana resepsi penggemar terhadap citra Mark NCT dalam kolaborasinya dengan McDonald's Korea di tengah fenomena boikot produk pro-Israel. Pendekatan yang digunakan yaitu kualitatif dengan paradigma konstruktivisme, serta metode analisis resepsi Stuart Hall *encoding-decoding* untuk mengetahui tiga posisi pemaknaan khalayak, yaitu *dominant-hegemonic*, *negotiated*, dan *oppositional*. Data penelitian diperoleh dengan wawancara mendalam dan observasi kepada lima informan yang terpilih dengan teknik *purposive sampling*. Hasil penelitian menunjukkan bahwa penggemar membangun makna yang beragam terhadap kolaborasi berdasarkan pengalaman, pengetahuan, dan latar belakang yang dimiliki. Dengan analisis resepsi Stuart Hall, ditemukan tiga informan pada posisi *negotiated*, dan dua informan di posisi *oppositional*. Selain itu, penelitian ini memperlihatkan bahwa kolaborasi tersebut menghasilkan perbedaan interpretasi terhadap citra Mark di pandangan penggemar. Temuan penelitian ini menunjukkan penggemar bersifat aktif memaknai iklan dan citra selebriti, sehingga tidak selalu menerima makna dominan yang dikonstruksikan.

Kata kunci: Analisis Resepsi, Citra Selebriti, Kolaborasi Brand, Mark NCT, Penggemar K-Pop

FANS RECEPTION ANALYSIS OF NCT'S MARK IMAGE IN COLLABORATION WITH MCDONALD'S KOREA IN THE MIDST OF THE BOYCOTT OF PRO-ISRAEL PRODUCTS

KAYLA RIASYA SALSABILA

ABSTRACT

Collaborations between K-Pop idols and brands are a common marketing strategy. However, the collaboration between NCT's Mark and McDonald's Korea, which the public perceives as part of the boycott of pro-Israel products, has sparked differing interpretations among fans. Therefore, this study aims to find out how fans perceive NCT's Mark's collaboration with McDonald's Korea during the boycott of pro-Israel products. This study uses a qualitative approach based on a constructivist paradigm, applying Stuart Hall's encoding-decoding model of reception analysis to identify three interpretive positions among the audience, the dominant-hegemonic reading, the negotiated reading, and the oppositional reading. Research data were collected through in-depth interviews and observations of five informants selected using purposive sampling. The results indicate that fans construct diverse meanings regarding the collaboration based on their experiences, knowledge, and backgrounds. Using Stuart Hall's reception analysis, three informants were found in the negotiated reading, while two informants were in an oppositional reading. Furthermore, this study reveals that the collaboration led to differing interpretations of Mark's image among fans. These findings indicate that fans actively interpret advertisements and celebrity images, meaning they do not always accept the dominant meanings constructed.

Keywords: Audience Reception, Brand Collaboration, Celebrity Image, K-Pop Fans, Mark NCT