

**ANALISIS RESEPSI GEN Z TERHADAP PENGGUNAAN TAGAR
#KABURAJADULU PADA MEDIA SOSIAL TIKTOK @REYNITRA**

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ABSTRAK

Penelitian ini bertujuan menganalisis resepsi Generasi Z terhadap penggunaan tagar #KaburAjaDulu pada TikTok berdasarkan teori Encoding/Decoding Stuart Hall serta mengidentifikasi faktor yang memengaruhi pemaknaan khalayak. Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis resepsi. Data diperoleh melalui wawancara mendalam terhadap lima informan Generasi Z berusia 17–29 tahun yang aktif menggunakan TikTok dan pernah melihat konten #KaburAjaDulu pada akun @reynitra, serta wawancara dengan kreator sebagai encoder. Data dianalisis melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa kreator mengonstruksi #KaburAjaDulu sebagai kritik terhadap kondisi ketenagakerjaan, kesejahteraan, dan peluang kerja di Indonesia, sekaligus dorongan bagi generasi muda untuk memperoleh pengalaman dan kesempatan pendidikan maupun pekerjaan di luar negeri. Secara kategorisasi utama, seluruh informan berada pada posisi *dominant-hegemonic reading* karena menerima makna utama yang disampaikan. Namun, beberapa informan menunjukkan unsur *negotiated reading* dengan memberikan batasan berdasarkan keterikatan dengan negara, sumber pembiayaan pendidikan, nasionalisme, dan pandangan mengenai kontribusi bagi Indonesia. Perbedaan pemaknaan dipengaruhi pengalaman pribadi, latar belakang pendidikan dan pekerjaan, kondisi ekonomi, serta pandangan terhadap dunia kerja dan nasionalisme. Penelitian ini menunjukkan bahwa makna pesan media sosial dikonstruksi melalui encoding kreator dan dimaknai kembali melalui decoding khalayak berdasarkan konteks sosial, pengalaman, serta kerangka pemikiran masing-masing individu dalam memaknai pesan tersebut.

Kata kunci: *Encoding/Decoding*, Generasi Z, #KaburAjaDulu, *Stuart Hall*, TikTok.

ABSTRACT

This study aims to analyze Generation Z's reception of the #KaburAjaDulu hashtag on TikTok based on Stuart Hall's Encoding/Decoding theory and identify factors influencing audience meaning-making. This study employed a qualitative approach using reception analysis. Data were collected through in-depth interviews with five Generation Z informants aged 17–29 who actively use TikTok and had viewed #KaburAjaDulu content on the @reynitra account, as well as an interview with the creator as the encoder. Data were analyzed through data reduction, data display, and conclusion drawing. The findings show that the creator constructed #KaburAjaDulu as criticism of employment conditions, welfare, and career opportunities in Indonesia, while encouraging young people to gain experience and pursue educational and employment opportunities abroad. As the primary categorization, all informants occupied the dominant-hegemonic reading position because they accepted the preferred meaning conveyed. However, several informants demonstrated elements of negotiated reading by providing qualifications based on their attachment to the state, educational funding, nationalism, and views on contributing to Indonesia. Differences in meaning-making were influenced by personal experiences, educational and occupational backgrounds, economic conditions, and views on employment and nationalism. This study shows that social media messages are constructed through encoding and reinterpreted through decoding based on audiences' social contexts and experiences.

Keywords: *Encoding/Decoding, Generation Z, #KaburAjaDulu, Stuart Hall, TikTok.*