# ANALISIS RESEPSI KHALAYAK PADA FIGUR POLISI DALAM TAYANGAN THE POLICE DI YOUTUBE

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## ABSTRAK

Penelitian ini mengenai interpretasi khalayak dalam tayangan The Police di Youtube pada episode Tim Raimas Backbone Berantas Narkoba. Penelitian ini merupakan penelitian kualitatif dengan metode analisis resepsi dengan teori resepsi. Interpretasi khalayak terhadap pesan media digolongkan dalam 3 kategori khalayak. Teknik pengumpulan data yang digunakan ialah melalui metode netnologi. Studi dokumentasi berasal dari tayangan The Police di Youtube dan didukung melalui kumpulan komentar netizen pada kolom komentar di Youtube The Police episode Tim Raimas Backbone Berantas Narkoba sebagai informan tentang interpretasi mengenai figur polisi yang ada pada tayangan The Police. Interpretasi informan akan dianalisis untuk dikelompokan menjadi 3 kategori kelompok khalayak. Hasil temuan dilapangan produsen pesan media berusaha menggambarkan figur Polisi sedemikian rupa dalam tayangan tersebut. Interpretasi informan terhadap pesan media mengenai figur Polisi dalam tayangan The Police episode Tim Raimas Backbone Berantas Narkoba sangat beragam, dari keberagaman tersebut diperoleh 3 kategori khalayak. Informan menginterpretasikan mengenai figur Polisi berbeda-beda, konten tayangan dan interaksi figur Polisi juga turut menjadi perhatian khalayak. Sehingga pemaknaan antara informan satu dengan informan lainnya begitu beragam.

Kata Kunci : Analisis Resepsi, Figur Polisi, Tayangan, The Police

# ANALYSIS OF AUDIENCE RECEPTION ON POLICE FIGURES IN THE

# POLICE VIEW ON YOUTUBE

This research is about the interpretation of the audience in The Police show on Youtube on the episode of Team Raimas Backbone to Eradicate Drugs. This research is a qualitative research with reception analysis method with reception theory. Audience interpretations of media messages are classified in 3 audience categories. Data collection techniques used are through the netnology method. The documentation study originates from The Police show on Youtube and is supported through a collection of netizen comments in the comments column on YouTube The Police episode Team Raimas Backbone Eradicate Narcotics as an informant about the interpretation of police figures that appear on The Police. Interpretation of informants will be analyzed to be grouped into 3 categories of audience groups. The findings in the field of media message producers tried to portray the Police figures in such a way. Interpreters' interpretations of media messages regarding Police figures in The Police episode Raimas Backbone Eradication Team episodes are very diverse, from the diversity obtained 3 categories of audiences. The informant interpreted the different figures of the Police, the content of the display and the interaction of the Police figures also became the public's attention. So the meaning between one informant and another informant is so diverse.

Keywords: Reception Analysis, Police Figure, Impressions, The Police