

ABSTRAK

Adriyan Lalanajaya Hidayat: Analisis Resepsi Perempuan Terhadap Tayangan *Podcast Herspective* Pada Akun Youtube Okezone.Com

Podcast Herspective episode “Kenapa Gaya Perempuan Selalu Jadi Urusan Netizen?” membahas fenomena yang terjadi di media sosial terhadap perempuan seperti praktik penilaian sosial terkait penampilan, standar kecantikan, komentar julid dan *body shaming*, dengan menghadirkan solusi mengenai tekanan sosial serta pentingnya kesadaran diri dan *self-love*. Namun demikian, pesan yang disampaikan dalam tayangan media tidak selalu dimaknai secara sama oleh setiap audiens, karena pemaknaan dipengaruhi oleh latar belakang, pengalaman, dan perspektif masing-masing individu. Oleh karena itu, penting untuk mengetahui posisi resepsi serta bagaimana audiens perempuan memaknai tayangan *podcast* tersebut, khususnya dalam memahami isu komentar netizen dan standar kecantikan yang dibahas di dalamnya.

Penelitian ini bertujuan untuk mengetahui dan menganalisis posisi resepsi audiens perempuan terhadap tayangan *podcast Herspective* episode tersebut. Secara khusus, penelitian ini berupaya mengidentifikasi apakah audiens perempuan berada pada posisi *dominant/hegemonic*, *negotiated*, atau *oppositional* dalam memaknai isu tekanan sosial dan standar kecantikan yang dibahas dalam *podcast*.

Penelitian ini menggunakan paradigma konstruktivisme dengan pendekatan kualitatif dan metode deskriptif. Landasan teoretis yang digunakan adalah teori resepsi Stuart Hall melalui model *encoding-decoding* yang membagi posisi audiens ke dalam tiga kategori: *dominant/hegemonic*, *negotiated*, dan *oppositional*. Data diperoleh melalui wawancara mendalam terhadap lima informan perempuan yang aktif menggunakan media sosial. Teknik analisis data menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan.

Hasil penelitian menunjukkan bahwa dua audiens perempuan berada pada posisi *dominant/hegemonic*, tiga audiens perempuan berada pada posisi *negotiated*, dan tidak ditemukan posisi *oppositional* secara ideologis. Audiens perempuan dalam posisi *dominant* menerima makna utama *podcast* secara utuh dan menganggapnya selaras dengan pengalaman sosial mereka. Sementara itu, audiens perempuan dalam posisi *negotiated* menerima isu utama yang dibahas, namun melakukan penyesuaian makna berdasarkan latar belakang sosial dan pengalaman personal, terutama terkait relasi antara media sosial dan kehidupan nyata serta penerapan pesan *self-love*. Tidak ditemukannya posisi *oppositional* menunjukkan bahwa pesan yang dibangun dalam *podcast* relatif sejalan dengan pengalaman sosial audiens perempuan.

Kata Kunci: Analisis resepsi; *podcast*; media sosial; dan perempuan.

ABSTRACT

Adriyan Lalanajaya Hidayat: *Analysis of Women's Reception to the Herspective Podcast on Okezone.com's YouTube Account*

The Herspective podcast episode entitled “Kenapa Gaya Perempuan Selalu Jadi Urusan Netizen?” discusses social media phenomena experienced by women, such as social judgment related to appearance, beauty standards, sarcastic comments, and body shaming, while also presenting perspectives on dealing with social pressure and emphasizing the importance of self-awareness and self-love. However, messages conveyed through media content are not always interpreted in the same way by every audience member, as interpretations are influenced by individual backgrounds, experiences, and perspectives. Therefore, it is important to identify the reception positions and understand how female audiences interpret the podcast, particularly in relation to the issues of netizens’ comments and beauty standards discussed in the episode.

This study aims to examine and analyze the reception positions of female audiences toward the Herspective podcast episode. Specifically, the research seeks to identify whether female audiences occupy dominant/hegemonic, negotiated, or oppositional positions in interpreting issues related to social pressure and beauty standards discussed in the podcast.

This research applies a constructivist paradigm with a qualitative descriptive approach. The theoretical framework is based on Stuart Hall’s encoding–decoding model, which categorizes audience reception into three positions: dominant/hegemonic, negotiated, and oppositional. Data were collected through in-depth interviews with five female informants who actively use social media. The data were analyzed using Miles and Huberman’s interactive model, including data reduction, data display, and conclusion drawing.

The results show that two female audiences are positioned in the dominant/hegemonic position, three female audiences are in the negotiated position, and no oppositional position was found ideologically. Female audiences in the dominant position fully accept the primary meaning constructed by the podcast and perceive it as aligned with their social experiences. Meanwhile, female audiences in the negotiated position accept the main issues discussed but reinterpret and adjust the meanings based on their social backgrounds and personal experiences, particularly regarding the relationship between social media and real life and the practical implementation of self-love. The absence of an oppositional position suggests that the message constructed in the podcast aligns with the social realities experienced by female audiences.

Kata Kunci: *Reception analysis; podcast; social media; and women.*