

## ABSTRAK

**Vina Khoerun Nisa Persepsi,** *Mahasiswa Jurnalistik Mengenai Kritik Satire Pada Program Meet Nite Live Di Tiktok Metro Tv*

Jurnalisme satire berkembang sebagai format media yang menggabungkan kritik sosial-politik dengan pendekatan humor, dan semakin banyak hadir di platform digital seperti Media Sosial TikTok. Penelitian ini bertujuan memetakan proses persepsi mahasiswa Jurnalistik UIN Sunan Gunung Djati Bandung angkatan 2023 terhadap konten jurnalisme satire program Meet Nite Live Metro TV di TikTok, mencakup tahapan seleksi, interpretasi, dan reaksi berdasarkan konsep persepsi Alex Sobur.

Metode yang digunakan adalah deskriptif kualitatif dengan paradigma konstruktivisme. Data dikumpulkan melalui wawancara mendalam terhadap sepuluh informan yang dipilih secara purposive, dilengkapi observasi dan dokumentasi, serta diuji keabsahannya dengan triangulasi sumber dan metode.

Hasil penelitian menunjukkan bahwa pada tahap seleksi, informan menemukan konten tersebut melalui algoritma For You Page TikTok maupun rekomendasi sosial, dengan gaya penyampaian presenter Valentinus Resa sebagai daya tarik utama.

Latar belakang pendidikan jurnalistik mendorong mahasiswa mengaktifkan nalar kritis sejak awal konsumsi, melampaui sekadar respons hiburan. Pada tahap interpretasi, seluruh informan berhasil menangkap pesan kritik sosial-politik yang terkandung, terutama terkait isu korupsi dan kesenjangan kebijakan pemerintah, meski hampir semua pernah mengalami kebingungan awal dalam membedakan fakta dan fiksi yang kemudian diatasi melalui verifikasi mandiri. Pada tahap reaksi, mahasiswa menunjukkan respons multidimensional mencakup dimensi afektif berupa campuran rasa terhibur sekaligus miris, dimensi kognitif berupa dorongan mencari informasi lebih lanjut, serta dimensi behavioral berupa kebiasaan membagikan konten dan menjadikannya bahan diskusi.

Penelitian ini menegaskan bahwa literasi media akademik berperan signifikan dalam membentuk kualitas persepsi terhadap konten jurnalisme satire di platform digital.

**Kata Kunci:** Persepsi, Jurnalisme Satire, TikTok, Meet Nite Live, Mahasiswa Jurnalistik.

## **ABSTRAK**

### **Vina Khoerun Nisa Persepsi, *Journalism Students' Perceptions of Satirical Criticism in the Meet Nite Live Program on Metro TV's TikTok***

Satire journalism has grown as a media format that combines socio-political criticism with a humorous approach, and is increasingly present on digital platforms such as TikTok. This study aims to map the perception process of 2023-batch Journalism students at UIN Sunan Gunung Djati Bandung regarding the satirical journalism content of Metro TV's Meet Nite Live program on TikTok, covering the stages of selection, interpretation, and reaction based on Alex Sobur's concept of perception.

The method used is descriptive qualitative with a constructivism paradigm. Data were collected through in-depth interviews with ten purposively selected informants, supplemented by observation and documentation, and validated through source and method triangulation.

The findings reveal that at the selection stage, informants discovered the content through TikTok's For You Page algorithm as well as social recommendations, with presenter Valentinus Resa's delivery style as the primary attraction. A journalism education background prompted the students to activate critical thinking from the outset of consumption, going beyond mere entertainment responses. At the interpretation stage, all informants successfully grasped the socio-political critical messages embedded in the content particularly regarding corruption and gaps in government policy although nearly all had experienced initial uncertainty in distinguishing fact from fiction, which was subsequently resolved through independent verification. At the reaction stage, students demonstrated multidimensional responses encompassing an affective dimension marked by a blend of amusement and concern, a cognitive dimension reflected in the drive to seek further information, and a behavioral dimension expressed through the habit of sharing the content and using it as material for discussion.

This study affirms that academic media literacy plays a significant role in shaping the quality of perception toward satirical journalism content on digital platforms.

**Keywords:** Perception, Satire Journalism, TikTok, Meet Nite Live, Journalism.