

ABSTRAK

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“AUDIENCE RECEPTION PADA KONTEN PORNOGRAFI @THECONNELLTWINS12 DI INSTAGRAM”

(xiv + 112 halaman: 15 gambar; 38 lampiran)

Kata Kunci: *Audience Reception*, Instagram, The Connell Twins, Pornografi, Khalayak

The Connell Twins merupakan *influencer* asal Indonesia yang sekarang tinggal di Australia. Percampuran budaya antara kedua negara yang mereka anut telah mulai memengaruhi cara mereka berkonten media sosial. Di media sosial Instagram, The Connell Twins sering mengunggah foto dan video yang mengumbar bagian tubuh mereka serta berpakaian dan berpose seksi yang bersifat pornografi. Konten-konten pornografi tersebut ditanggapi oleh para pengguna Instagram secara berbeda-beda ada yang bersifat positif dan ada juga yang bersifat negatif. Perbedaan penerimaan itulah yang menjadi fokus penelitian ini dan dengan demikian penelitian ini akan mencoba untuk menganalisis penerimaan khalayak pada konten pornografi @theconnelltwins12 di Instagram. Penelitian ini menggunakan pendekatan bersifat kualitatif dengan metode penelitian fenomenologi. Pengumpulan data penelitian dilakukan dengan data primer, yaitu wawancara mendalam dengan 7 informan dan observasi partisipan, serta data sekunder berupa studi kepustakaan seperti jurnal penelitian dan buku. Wawancara dilakukan pada khalayak (*followers*) The Connell Twins yang termasuk dalam golongan usia generasi Z (1995-2010). Peneliti kemudian mengkaji data dengan teori *reception*, beserta konsep seperti komunikasi, media sosial, instagram, karakteristik budaya dan pornografi. Berdasarkan hasil wawancara mendalam yang dilakukan peneliti pada 7 informan tersebut, peneliti menemukan bahwa adanya relevansi antara lingkungan sosio-kultural dan golongan usia dalam penerimaan konten pornografi di Instagram dan sesuai posisi hipotesis yang dikemukakan Hall dalam teori *reception*, maka penelitian ini menemukan 1 informan yang berada di posisi dominan, 4 informan yang berada di posisi negosiasi dan 2 informan dalam posisi oposisi.

Referensi: 90 (1992-2020)

ABSTRACT

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“AUDIENCE RECEPTION OF @THECONNELLTWINS12’S PORNOGRAPHIC CONTENT ON INSTAGRAM”

(xiv + 112 pages: 15 pictures; 38 attachments)

Keywords: Audience Reception, Instagram, The Connell Twins, Pornography, Audience

The Connell Twins is an influencer from Indonesia who now lives in Australia. The mixture of cultures between those two countries starts to influence the way they make their content in social media. On Instagram, The Connell Twins often upload photos and videos that shows their body parts, dressed in sexy outfits and doin sexy poses that symbolized pornography. Instagram users responded to pornographic content in different ways, some were positive and some were negative. The different responds from the audience is the focus of this study and thus this study will try to analyze audience reception of @ theconnelltwins12 pornographic content on Instagram. This study uses a qualitative approach with phenomenological research methods. The research data collection was conducted with primary data, namely in-depth interviews with 7 informants and participant observation, as well as secondary data in the form of literature studies such as research journals and books. Interviews were conducted on the audience (followers) of The Connell Twins who belong to the generation Z age group (1995-2010). The researcher then examined the data using reception theory, along with concepts such as communication, social media, Instagram, cultural characteristics and pornography. Based on the results of in-depth interviews conducted by researchers with 7 informants, the researcher found that there is relevance between the socio-cultural environment and age groups in the acceptance of pornographic content on Instagram and according to the hypothetical position put forward by Hall in the reception theory, this study found 1 informant who was in a dominant position, 4 informants are in a negotiated position and 2 informants are in an opposition position.

Reference: 90 (1992-2020)