

## ABSTRAK

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**Program Studi : Ilmu Komunikasi**

**Judul :**

**RESEPSI KHALAYAK PADA KONTEN VIDEO KONTROVERSIAL (STUDI KASUS VIDEO MEMASAK BABI KURMA)**

(xviii + xxx halaman: x Gambar; x tabel; xx lampiran)

*Black Comedy* kini menjadi sebuah tren dan media komunikasi massa kreatif dalam menyampaikan kritik terhadap realitas sosial. Polemik kemudian muncul ketika terjadi tindakan persekusi sampai pada ancaman pembunuhan dua komedian tretan dan coki pardede karena dianggap menistakan agama. Fenomena *black comedy* yang memicu kontroversi serta menimbulkan reaksi negatif menjadi dasar penelitian dengan tujuan membahas bagaimana audiens menerima makna atas unggahan video memasak babi saus kurma pada platform YouTube.

Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan metode studi kasus. Teknik pengumpulan data dilakukan dengan wawancara mendalam para narasumber. Subjek penelitian yaitu pakar komunikasi, pakar kebudayaan, pemuka agama muslim dan non-muslim yang dinilai memiliki peran penting dalam memahami penafsirannya. Resepsi dan *encoding – decoding* Stuart Hall menjadi teori utama yang digunakan.

Hasil menunjukkan resepsi audiens yang terdiri dari para pakar ahli dibidangnya dikategorikan dalam tiga jenis posisi. Ternyata ini yang terjadi, 2 informan pemuka agama muslim berada pada *Dominant-hegemonic* (audiens memahami dan menerima pesan yang disampaikan media), 1 informan dari pakar agama non-muslim dan antropologi di *Oppositional ‘counter’ hegemonic* (audiens memiliki pendapat sendiri dalam menginterpretasikan pesan dari media) dan 1 informan dari pakar komunikasi berada di *Negotiated Position* (audiens memahami namun tidak sepenuhnya menerima pesan yang disampaikan media). Pemberian klasifikasi ditentukan berdasarkan opini informan.

**Kata Kunci:** Resepsi, Video Kontroversial, Babi Kurma

## ABSTRACT

**Name : Sabrina Dera Setyowati**

**Study Program : Communication Sciences**

**Title :**

**AUDIENCE RECEPTION ON CONTROVERSIAL VIDEO CONTENT (CASE STUDY OF COOKING PORK DATES VIDEOS)**

(xviii + xxx pages: x Figure; x tables; xx appendices)

Black Comedy now has become a trend and creative mass communication media in conveying criticism of social reality. The polemic then arose when there was an act of persecution that resulted in threats to kill two comedians, Tretan and Coki Pardede, because they were deemed to have insulted religion. The black comedy phenomenon that sparked controversy and caused negative reactions became the basis of research with the aim of discussing how the audience accepts the meaning of uploading a pork cooking video in dates sauce on the YouTube platform.

This research uses a qualitative descriptive approach with a case study method. The data collection technique was carried out by in-depth interviews with the informants. The research subjects are communication experts, cultural experts, Muslim and non-Muslim religious leaders who are considered to have an important role in understanding the interpretation. Stuart Hall's reception and encoding – decoding became the main theory used.

The results show that the audience reception consisting of experts in their fields is categorized into three types of positions. It turns out that this is what happened, 2 informants from Muslim religious leaders are in the Dominant-hegemonic (audience understands and accepts messages conveyed by the media), 1 informant from non-Muslim religious experts and anthropologists in Oppositional 'counter' hegemonic (audiences have their own opinion in interpreting the message). from the media) and 1 informant from a communication expert is in the Negotiated Position (the audience understands but does not fully accept the message conveyed by the media). The classification is determined based on the opinion of the informant.

**Keywords:** *Reception, Controversial Video, Pork Dates*