Audience in Reception Analysis Perspective

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Abstract
A year ahead of the 2019 presidential election, the euphoria of the democratic party has begun. Each camp prepares to prepare the five-year democracy party. Coordination measures continue to be encouraged by the support parties. the government's opposition party continues to act. Some have criticized the government's performance and also campaigned for cyberspace movements with the hashtag #2019GantiPresiden. The purpose of this study is to find out how the understanding and meaning of the audience about the hashtag #2019GantiPresiden. This study used a qualitative approach with a method of reception analysis. A receptive analysis was chosen to obtain an in-depth finding. There are ten audiences who become informers of this research. The ten informants have different backgrounds to obtain the representative data. Data completion techniques were conducted with In-depth Interview (in-depth interview) as well as documentation with the focus of research on the meaning of audiences with different backgrounds to the #2019GantiPresiden hashtag. The results showed overall (15 opinions) consisting of informants who plays as dominant reading that is 5 opinions, 5 opinions negotiated reading and there are 5 opinions that enter the oppositional reading. Differences in the social affiliation background of the informant gave dissent over the issue of #2019GantiPresiden. But not forever the individual in perceiving #2019GantiPresiden can represent his social affiliation.

Keywords: Analysis of Reception, Audience, New Media

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Introduction

In cyberspace, freedom becomes an element that is often echoed in the heyday of cyberspace is no exception for political interests. In the present era, for virtual world politics is considered a virtual world that is unlimited and has no law. This was revealed by Lawrence Lessig in the Laws of Cyberspace (1998) and John Perry Barlow in the Declaration of Independence of Cyberspace.*[1]*

being one of the most important areas in human life. Where this media allows a cosmopolitan society to be formed even in an unreal form. In cyberspace, geographical location is no longer the main and the speed of communication flow becomes an important determinant in this connection. Even from year to year the number of internet users continues to experience a very significant increase. In fact, according to a survey conducted by the Indonesian Internet Service Providers Association (APJII) stated that in 2017 the number of internet users in Indonesia reached 143.26 million
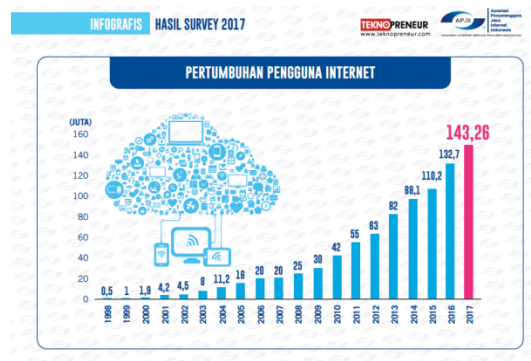

Figure 1.1
Data APJII 2017
(Source: apjii.org)

A year ahead of the 2019 presidential election, the euphoria of the democratic party has begun. Each camp prepared to prepare for the five-yearly democratic party. The coordination measures continue to be encouraged by the supporting parties. They discussed the figure of vice president who was right to be juxtaposed with Jokowi. While the opposition party continues to act. There have already been some scathing criticisms of the performance of the government and have also fostered the cyber movement with the hashtag # 2019GantiPresiden.

Hashtag # 2019GantiPresiden is a campaign / campaign initiated by PKS Mardani Ali Sera politician. this movement is considered constitutionally legitimate and as a political education for the nation. According to Mardani Ali Sera this movement according to the data and analysis that has been used. Where in his statement in an online media Merdeka.com stating:

"Movement # 2019GantiPresident is the antithesis of the movement that has been rolling, namely 'Two Periods' for Mr. Jokowi. This is also a legitimate, legal and constitutional movement this movement has three essence. First as a form of

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[1]Jenkins, Henry, dan Thorburn, David. (Ed.). 2003. *Democracy and The New Media In Transition.* London: MIT Press. Hal 398

reminder that the presidential election is getting closer. This momentum becomes important because it wants to determine the fate of the nation for the next 5 years. But we judge and this is our constitutional right, we want # 2019 to replace a better president"[2]

Movement #2019GantiPresiden Crowded movements in the last few days on social media are considered to be a positive energy for Indonesia's democratic life. In addition, the existence of this movement is proof that the democratic climate is still healthy because people can still speak freely.

However, the most epic thing is the president's own comments about #2019GantiPresiden, which questions whether t-shirts can replace the president
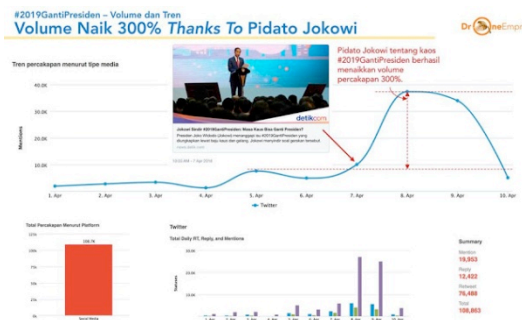

Figure 1.2
Jokowi Top Promoter #2019GantiPresiden[3]

From the trend of conversation volume, we see on April 8th, the total mention of the daily hashtag has increased very rapidly around 300%. Previously a maximum of 7 thousand per day, to 37 thousand on this date. Who is the top promoter of this increase?

From the trend chart, we can browse conversations in online media. On April 7, the day before, it was reported that President Jokowi insinuated hashtag *2019GantiPresiden*: "Masa kaus bisa ganti presiden?" and it took about half a day to get a massive response from citizens. The following day, this hashtag reached the peak of its popularity. Not even crowded in social media, only on Google Search Engine when the author wrote the word 2019, the first to appear was 2019 Ganti Presiden.
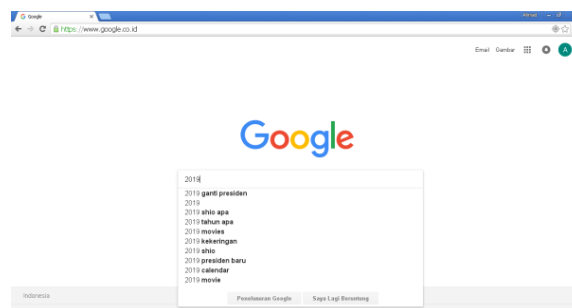

Figure 1.3
Screen Shoot Researchers from the Search Engines Google

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[2]https://www.merdeka.com/politik/pdip-bela-jokowi-soal-2019gantipresiden-pemimpin-harus-harus-membangun-optimisme.html diakses tanggal 9 April 2018
[3]http://www.portal-islam.id/2018/04/social-network-analysis.html diakses tanggal 9 April 2018

Therefore, based on the description and explanation above, the title in the research that the researcher raised this time was "Audience in Reception Analysis Pespective (Audience Reception Analysis to Hashtag #2019GantiPresiden)".

I. THEORITICAL FRAMEWORK

Mass communication

Mass communication is one of several social communication processes. The term "mass communication" itself was coined together with "mass media" in the 20th century to describe new social phenomena. The definition of mass communication was also conveyed by John R. Bittner, who said that mass communication is a message that is communicated by several individuals or groups in charge of conveying or sending information from individuals to other individuals through the mass media. According to Nurudin basically Mass Communication is communication carried out through the mass media, because just the beginning of its development mass communication came from the development of the word media of mass communication.

If it is related to the reception analysis that the researcher uses, the relationship of the reception analysis with mass communication can be seen from the audience studies in Mass Communication. Here is a picture that explains the kinds of audience studies in mass communication

List 2.2
Audience Study in Mass Communication
(Source: Lyytikainen)

	The Tradition of Mass Communication Research	*Uses and Gratification Research*	*Studi Reception*	*Media Etnography*
Start	1930	1960	1970	1985
Keywords	Media Effect	Needs	Mean	Routine
Focus	Effects of Mass Media Content on Public Attitudes	Use of Active Mass Media	Relationship Between the Contents of Mass Media and Audience	Mass Media Use Routines in Everyday Life
The audience is seen as	Passive Goals	Audience as an active user	Audience as Active Interpreter	Audience as Active Customer
Figure	Paul Lazarfeld	MC.Quail	Morley, Ang	Lulll, Silverstone

New Media

The 20th century can be described as' the first age of mass media. This century was also marked by changes in amazement and fear of the influence of the mass media. Despite major changes in media institutions and technology as well as in society itself and the emergence of 'communication science', public debate about the potential social significance of the 'media' does not seem to change much. Descriptions of the issues that emerged during the first two or three decades of the 20th century were more than historical interests and early thinking provided reference points for understanding the present.

The mass media is developing so fast. Along with the development of communication technology, mass communication is increasingly sophisticated and complex, and has more power than before. This is marked by the emergence of new media. The term 'new media' has been used since the 1960s and has included a set of applied and increasingly evolving and diverse communication technologies.

The new media differences from the old media, namely the new media ignores the limitations of broadcasting and printing models by allowing conversations between many parties, allowing simultaneous acceptance, change and re-distribution of cultural objects, interfere with communication actions from the important position of regional relations and modernity , providing instant global contacts, and incorporating modern / late modern subjects into the machine of a networked apparatus.[4]

Reception Analysis

Reception analysis theory has the understanding that contextual factors influence the way audiences view or read media, such as films or television shows. This analysis is a special part of public studies that try to examine in depth the actual process in which media discourse is assumed through discourse practices and audience culture, reception analysis appeared in 1970 by Morley, this theory understands meaning, the relationship between content and mass media and audiences. In this study the audience is seen as an active interpreter, proposing that texts and their recipients are complementary elements of an object of inquiry which thus addresses both discursive and social aspects of communication.

This analysis assumes that there is no "effect" without "meaning", where in this case the community reinterprets the message conveyed by the media and the meaning of the audience will have a variety of effects, and this effect is the final stage of this research. According to Denis Mc Quail (1997), Reception analysis emphasizes the use of media as a reflection of the socio-cultural context and as a process of giving meaning to an experience and cultural production, culture and media experience in the public environment influence the process of public acceptance of media messages.
Reception analysis theory has the main characteristic of focusing on content, in interpreting the text, to read the text we must be able to interpret the symbol and structure. In reading a text the audience does not only interpret a text but also interprets it in the overall structure so that the audience can interpret it in its entirety.

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[4] Ibid Hal.151

So audiences reinterpret to find messages that are inferred by audience understanding with various influences in the audience. Study in depth the actual processes through media discourse assimilating to the discourse and practice of the audience's culture.

One standard for measuring media audiences is to use reception analysis, where this analysis tries to provide a meaning for understanding media texts (print, electronic, internet) by understanding how media text characters are read by audiences. Individuals who analyze the media through the reception study focus on the experience of the audience consuming the media (audience / reader), as well as how meaning is created through the experience. The most important theoretical concept of reception analysis is that the text of the audience / reader media or television program is not the meaning attached to the media text, but the meaning is created in the interaction between the audience (audience / reader) and text. In other words, meaning is created because watching or reading and processing media text.

In this theory the audience is positioned as a publicly active audience where audiences are active participants in the public. The public is a group of people who are formed on certain issues and actively take part in discussions on the issues raised.

To conclude the category of audiences in receiving messages is very dependent on the dominant social dynamics around them. Experience and cultural background also become a significant factor to determine which categories are appropriate to apply to audiences. Likewise, the application of receptions to new media, where audiences tend to be independent in choosing information consciously so that reception is a possibility that can occur. Applying the concept of encoding-decoding by Stuart Hall, this reception activity is in accordance with their context and social background on media messages, and as a general segmentation of the audience's reception on a dominant message from the advertisement, the audience according to the concept of encoding-decoding can be divided into three categories: Dominant hegemonic position, negotiated position, and oppositional position.5

a. *Dominant Hegemonic Position*
   In this segment or position, the audience tends to agree on the dominant point of view provided in the media discourse that he reads or watches. In this context there is rarely misunderstanding between the giver and recipient of the message, because they have the same cultural bias which raises the bias of the same assumption in a context.
b. *Negotiated position*
   In negotiated positions, the audience or recipient can decode messages from the sender in the context of dominant cultural and social views. Most of the messages are understood but with different meanings from dominant-hegemonic positions. Recipients in this position do not always work in a hegemonic perspective, but are quite familiar with the dominant community to be able to decode sufficient texts in an abstract sense.
c. *Oppositional position*
   Audience tends to be the dominant message opposition in this segment. Viewers are able to translate messages in ways that are intended to be translated from the beginning, but based on their own community beliefs, and habitual factors that

5 Hall, Stuart, Dorothy Hobson, Andrew Lowe, dan Paul Willis (penyunting). 2011. *Budaya Media Bahasa; Teks Utama Perancang Cultural Studies 1972 – 1979*. Yogyakarta: Jalasutra. Hal. 101

they often pay attention to others, and see the unwanted meaning in the message.

Audience

Audience can be called the terms recipient, target, reader, listener, audience, audience, decoder or communicant. The audience is one of the actors of the communication process because the element of the audience should not be ignored, because the success of a communication process is very much determined by the audience. Audiences in communication studies can be individuals, groups and communities. It is the task of a communicator to know who will be the audience before the communication process takes place.[6]

According to Hadi [7] according to mass communication the audience has two mainstream views, that is :

1) Passive Audience
   Audience as a passive audience is where the audience only reacts to what they see and they hear from the media, the audience does not reprocess and discuss it in the public to find another meaning. The mass media uses audiences as the main target in delivering mass communication. The effect caused to the audience is directly one step flow, where the process of delivering messages through one stage is the media as a mass communication channel that is passed directly to the audience.
2) Active Audience
   Active audiences are where audiences are active participants in the public. Where the public is a society that is formed from issues in society and the public discusses issues that arise in the community. Where the effect of the media on the message delivered is limited effect where the audience has the ability to think to process the message conveyed by the media. The audience is free to interpret media messages according to the abilities possessed by the audience and is also influenced by the public's enjoyment of the messages conveyed, so that the public is free to choose and reject the messages conveyed to them.

Understanding audiences in the concept of social research is very diverse, in the sense that audience researchers are "recipients" of the main sequence in mass communication (source, channel, receiver, effect), this is also used for media users in understanding where they are. In the study of public concept audiences, there is a group of listeners, or audiences who are attentive, respected, but relatively passive who gather in a public setting.

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[6] Paul Riceour, *Teori Interpretasi: Membela Makna Dalam Anatomi Teks,* (Jogjakarta: IRCiSoD, 2014), hlm: 6-7.
[7] Ido Prijana Hadi. 2008. Penelitian Khalayak dalam perspektif *Reception Analysis*. Dalam Jurnal Ilmiah *Scriptura*. Vol. (2). No.1. Hal.2

II. METODOLOGY

Audience research using the reception analysis method uses qualitative research methods, reception analysis research is conducted to focus on production, text and context. The meaning of polisemi text and its relationship with the public in interpreting the text in different ways is a very crucial point in the reception study. Because in the meaning of text, individual memory gives meaning in constructing and understanding media texts.8

Reception analysis refers to a comparison between textual analysis of media discourse and audience discourse, which results in interpreting referring to the context, such as cultural settings and context for the contents of other media. The audience is seen as part of the interpretive communitive which is always active in perceiving messages and producing meaning, not just being a passive individual who only accepts the meaning produced by the mass media.9

The research subject is the source where the researcher obtains information about the problem under study, in short the research subject is someone or something about it that wants to obtain information.10

The subjects in this study were 15 people whose audiences aged 15-50 years with different backgrounds in accordance with the theory put forward by Stuart Hall, namely three audience groups consisting of dominant audiences, negotiating audiences and opposition public audiences. against a hashtag or campaign #2019GantiPresiden

The technique of selecting informants in this study uses a purposive technique that is to choose informants intentionally and not randomly. Where the people selected to become informants were selected on the basis of certain criteria made by researchers based on the research objectives.11 The search for the informant will be stopped after the research information is deemed sufficient.

The criteria for determining the Key Informant are appropriate in providing information and data regarding the hashtag #2019GantiPresiden are as follows:
1. Politically literate audiences, often accessing cyberspace and actively following the political development of the homeland and know #2019GantiPresiden.
2. People who are not politically literate but know the hashtag #2019GantiPresiden
3. Political audiences, but rarely update the politics of the country and do not know the hashtag #2019GantiPresiden
4. People who are politically literate, often or never follow the political trends of the homeland and know the hashtag #2019GantiPresiden

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8Ido Prijana Hadi. 2008. Penelitian Khalayak dalam perspektif *Reception Analysis*. Dalam Jurnal Ilmiah *Scriptura*. Vol. (2). No.1. Hal.4

9McQuail, Denis. 1996. *Teori Komunikasi Massa: Suatu Pengantar (Terjemahan Agus Dharma & Aminudin Ram)*. Jakarta: Erlangga. Hal 19

10Tatang, M. Amirin, "*Menyususn Perencanaan Penelitian*", (Jakarta: Raja Grafindo Persada, 2001). Hal. 66-71.

11 Sugiyono, *Metode Penelitian Kuantitatif Kualitatif dan R&D*, (Bandung: Alfabeta, 2008), Hal: 300.

While the object of research is something that researchers or researchers want to know from the research subject. Then the object of research in this study is the reception of the audience in the hashtag #2019GantiPresiden.

There are two types of data to be collected in this study, namely primary and secondary data. Primary data is data obtained directly from research subjects, while secondary data is supporting data obtained from other relevant sources. The data collection techniques that will be carried out by researchers are:

1) In-depth Interview
    Interview, in depth in general is the process of obtaining information for research purposes by means of question and answer while meeting face-to-face between the interviewer, the informant, with or without the use of interview guidelines, (interviewguide), which is focused on the unit of analysis to be examined. The fundamental difference in interviews, in-depth with interviews, is that interviews, in-depth, are carried out many times and require a long time together with the informants at the research location. In this study, researchers will conduct interviews, in-depth with the subject.
2) Documentation
    Documentation is used to search history data. The main nature of this data is unlimited space and time, thus giving researchers the opportunity to know things that have happened in the past. The researcher will obtain secondary data from documents related to the problem to be studied, either in the form of photographs or written reports.

III. RESEARCH AND DISCUSION

Hashtag #2019GantiPresiden in view Audien

The beginning of the analysis and presentation of the data of this research is based on the interest and framework of the same interest in the Indonesian political constellation which has implications for the emergence of a massive movement with the theme of the Hashtag #2019GantiPresiden as an alternative reference to replace the president in the 2019 presidential election, as a form of affirmation and also the interest of research subjects in the existing national political constellation.

Through the researchers' questions regarding the response of the presence of the Hashtag # 2019, the President did not have a significant difference. Almost all research subjects like and consider the presence of a Hashtag #2019GantiPresiden very useful, especially about the insight into the reflective process of democracy that runs in the Indonesian state, as a guide to learning in the past to enhance the role of society in national development.

As the statement conveyed by Acep Helmi as the subject of research 1 who put forward,
    "The emergence of a Hashtag #2019GantiPresiden as a very democratic political movement that is not good for certain political groups. And as a society, I think it's all right about the emergence of the Hashtag movement #2019GantiPresiden as a supplement to Indonesian society's democracy to deepen the nation's own political understanding".

The same interest was expressed by Haedi, as research subject 2, but Haedi had a focus on interest in different studies where he looked more at the level of alternative media mass communication strategies that were quite successful applied by the cyber team of the Hashtag movement #2019GantiPresiden, that is, based on comparative studies. cyber team from the Hashtag movement #2019GantiPresiden presents the latest data and facts about the reign of Jokowi-Jusuf Kalla, which is then raised as a comparison (comparison) with the problems that occurred in the past to be a reference in the analysis stage to solving social problems in a society.

Also note that, the Hashtag #2019GantiPresiden indeed a political movement that focuses and concerns the situation and also the national political conditions. As for Haedi said,

"Yes, that's great, Kang, the media strategy I like is the Hashtag #2019GantiPresiden This is kind of giving a broad spectrum of thinking references about a political movement. I think it is necessary to add insight and reference to thinking so as to make the process of political reflection available"

The dimensions of different perspectives are also expressed by research subjects 3, Bianca Fianto who expressed his views in the form of constructive criticism and suggestions regarding the vision and mission of the Hashtag movement #2019GantiPresiden. Bianca believes that not everyone has a high degree of objectivity in looking at the hashtag movement #2019GantiPresiden, so Bianca suggested that it would be better if the Hashtag #2019GantiPresiden consider society at large both ideologically and politically. The research subject still saw that there was a charge of selling religion in the movement, from that it showed that the hashtag #2019GantiPresiden according to Bianca, it is a political product that is still segmented and can only be accessed by some people.

"I think it's interesting, because from the beginning of the hashtag #2019GantiPresiden is a very exclusive and massive movement. Because not everyone can care so much about the hashtag movement #2019GantiPresiden, it would be better if the hashtag #2019GantiPresiden made grounded and contextual with the actual problems today, so I looked at the hashtag #2019GantiPresiden This is just a political commodity for the middle class, but I think back to the orientation of the initiator."

The negotiation code possition is based on the hashtag # 2019GantiPresiden which has implications for the political movement through alternative mass media that has full attention to the country's political movement.

Readings of Audiences Against Hashtags #2019GantiPresiden in Mass Media or Social Media.

In the audience reading category will be reviewed about how to read (encoding) research subjects on the role of the hashtag #2019GantiPresiden that appears on Mass Media or Social Media. With the acquisition of this category, of course, researchers are expected to be able to obtain in-depth stages of audience preferences as a rationalization stage in determining the position of reading the audience as a whole.

As for the purpose of mapping or categorization is based on coding researchers in the mass media or on social media can implicitly describe the hashtag movement #2019GantiPresiden into a progressive framework, as a political movement that has a more advanced, active and visionary mindset, as agreed by Muhammad Suryadi as the research subject 5,

"Now the way to do politics must be advanced and describe what the political figure will do, then dare to take risks, and not always depend on others"

This is also supported by the same statement regarding progression rather than #2019GantiPresiden also expressed by Acep Helmy as research subject 1 who considers that political freedom is now actually beginning to be felt. As for this, it can be proven from the existence of various kinds of movements, including advocacy movements such as the Community, NGOs and one of them is the movement found in the hashtag. #2019GantiPresiden who have full concentration on issues of presidential election in 2019 and conduct advocacy and counseling related to the issue. Acep Helmy as an individual character with an activist background shows that the formation of freedom and elements of the political struggle today cannot be separated from the struggle of the ruling political opposition that allows silencing of activists who are counter-government so that this movement can continue to adapt even then it has a strong legal foundation, so that democratic political ideals can be fought for.

"The Political Movement as long as they still want to care about the life of the nation and state will always be there. Now there may not be too many political parties, but NGOs or commissions that appear in the community with their respective scope of work. whatever the way and how sophisticated the media is, it starts from the step of the political initiator who dares to oppose injustice. So that we cannot say that what is currently only is the result of our modern sweat, because if there is no movement carried out by political figures, we will not be aware of the political situation in this country"

Ikhsan in this case as a research subject 12, as a young intellectual in this case is in a dominant reading position. He views the political struggles that exist in the Hashtag # 2019. The president is more complex and brings the spirit of culture to the needs of others rather than the personal struggles of the present which only focus on centralized activities. But he added that people in this reform era were actually free from the bonds of domestication. Therefore, he considers that the problems faced by Indonesians today also change. He expressed his disagreement with the activities of politicians in modern times which only centered on the activities of existentialism and were individualistic in nature.

"In this Age of Age, the era has changed rapidly, if the link between activism of political figures in the era of independence, the old order, the new, reformation is up to now it is certainly a different form. but in the current era of social-technology media where access to information is very open, women's struggles are highlighted in media mainstream TV".

IV. CONCLUSSION

Based on the results of the analysis of audience acceptance in the perspective of acceptance analysis hashtag #2019GantiPresiden then researchers can draw conclusions about the meaning and understanding of audiences by looking at the factors in the analysis that influence the decoding of messages on hashtag #2019GantiPresiden, among others, perceptions, thoughts, and interpretations and categorization of thought patterns of informants, the results of which include dominant, negotiated, and opposional reading. This study was represented by 15 informants from different economic, social and cultural backgrounds. With this, the following conclusions can be drawn:

1. Understanding hashtag #2019GantiPresiden, however, it is a hidden force that supports the continuity of politics among the people who should have been realized long ago without having to imitate themselves in the mass media, one of the political attitudes is with concern, independence and complete control over the political attitude of the community itself..
2. In terms of thinking, the motivation of the informants coming from the informants themselves as well as from the surroundings of the informants also influenced the acceptance of informants hashtag #2019GantiPresiden. starting from its own interpretation, the social background can give a positive change to each informant. The social situation in the informants such as support from family, friends, and also the audience around the informant also influences the understanding of the informant inhashtag #2019GantiPresiden.
3. Factors in the meaning of the audiencehashtag #2019GantiPresiden based on a variety of perspectives and complex identities, the researcher can see based on the meaningful process that is in the dominant mindset of reading and negotitaed reading. Some informants are more receptive hashtag #2019GantiPresiden in line with the things he likes and then fully accept hashtag #2019GantiPresiden in everyday life so it can be categorized as dominant reading. Whereas some others are in negotiated reading thinking patterns because they do accept hashtag #2019GantiPresiden but not completely. There are still some things that are negotiated with the social situation in the audience.

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