



Universitas Mercu Buana  
Fakultas Ilmu Komunikasi  
Bidang Studi Public Relations  
Sunarso  
44214110129

Interpretasi Khalayak Pada Citra Pariwisata Bali di Media Sosial Instagram  
(Analisis Resepsi Pada Akun Instagram ExploreBali )  
Jumlah Halaman : xiv + 103 halaman + 35 lampiran  
Bibliografi : 24 acuan, Tahun 2008-2017

## ABSTRAK

Meningkatnya kebutuhan berpariwisata, dan didukung dengan kemajuan Teknologi Informasi, serta maraknya penggunaan Media Sosial Instagram, salah satunya yaitu akun Instagram ExploreBali, yang menarik khalayak untuk menginterpretasikan pesan dalam media tersebut. Oleh karena itu peneliti tertarik untuk meneliti tentang "Interpretasi Khalayak Pada Citra Pariwisata Bali di Media Sosial Instagram".

Tujuan penitian ini adalah untuk mengetahui Pemahaman, Pemaknaan dan Interpretasi khalayak dalam Instagram Explorebali. Tinjauan pustaka dari penelitian ini terdiri atas lima penelitian terdahulu, Media Sosial Instagram,Citra, Pemahaman Interpretasi Khalayak Aktif, dan Teori Encoding –Decoding Stuart Hall. Penelitian menggunakan Paradigma kritis dengan metode penelitian kualitatif yaitu analisis resepsi.

Hasil penelitian menunjukan pemahaman dan pemaknaan khalayak mengenai pariwisata bali di media sosial instagram ExploreBali serta Interpretasi penerimaan dari delapan informan dengan teori Stuart Hall yaitu enam informan dominate hegemonic position, satu informan negotiated position dan satu orang oppositional position.

Kata Kunci: Interpretasi, Khalayak, Media Sosial, Instagram, Analisis Resepsi



Mercu Buana University  
Communication Faculty  
Study Program Public Relations  
Sunarso  
44214110129

Interpretation of Audiences in the Image of Bali Tourism on Instagram Social Media (Reception Analysis on an Instagram Account ExploreBali )

Number Of Pages: xiv + 103 pages + 35 attachment

Biography : 24 reference (2008-2017)

### Abstract

The increasing need for tourism, and supported by the advancement of Information Technology, as well as the widespread use of Instagram Social Media, one of which is the ExploreBali Instagram account, which attracts audiences to interpret messages in the media. Therefore researchers are interested in researching the "Interpretation of Audiences in the Image of Bali Tourism on Instagram Social Media".

The purpose of this research is to find out the Understanding, Meaning and Interpretation of Explorebali Instagram audiences. Literature review of this study consisted of five previous studies, Instagram Social Media, Image, Understanding of Active Audience Interpretation, and Stuart Hall's Encoding-Decoding Theory. Research uses critical paradigm with qualitative research methods, namely reception analysis.

The results showed the understanding and meaning of audiences about Balinese tourism on Instagram social media ExploreBali and the interpretation of acceptance from eight informants with Stuart Hall theory, namely six dominate informants hegemonic position, one negotiated position informant and one oppositional position.

Keywords: Interpretation, Audience, Social Media, Instagram, Reception Analysis