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**ANALISIS RESEPSI *BROMANCE* DALAM *VARIETY SHOW RUN BTS!* DI  
NAVER VLIVE**

Jumlah Halaman : 85 Halaman + Lampiran  
Bibliografi : 14 Buku + 16 Jurnal + 8 Sumber lain

### **ABSTRAK**

*Bromance* merupakan dampak dari hilangnya kultur homophobia. *Bromance* sendiri berarti hubungan persahabatan antara laki-laki dengan laki-laki yang sangat erat dan intim. *Bromance* merupakan budaya populer di beberapa negara Asia, salah satunya Korea Selatan. Di Korea sendiri *bromance* merupakan bagian dari budaya populer yang banyak diperlihatkan melalui interaksi antara dua orang anggota *boygroup*.

Penelitian ini bersifat deskriptif kualitatif, menggunakan metode analisis resepsi komunikasi dengan pengumpulan data yang dilakukan melalui wawancara mendalam dan *focus group discussion*. Hasil penelitian mengacu kepada teori *encoding-decoding* Stuart Hall bahwa hasil analisis resepsi khalayak terbagi menjadi tiga kategori posisi penerimaan yaitu Dominan, Negosiasi, dan Oposisi.

Hasil penelitian ini secara umum dapat disimpulkan bahwa pemaknaan khalayak terhadap *bromance* dalam *boygroup Bangtan Sonyeondan (BTS)* khususnya pada program *RUN BTS!* masuk ke dalam posisi dominan karena menilai interaksi *bromance* yang terjalin masih dalam batas wajar.

*Kata Kunci : Bromance, Bangtan Sonyeondan, RUN BTS, Analisis Resepsi*



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**RECEPTION ANALYSIS OF BROMANCE AT RUN BTS! VARIETY SHOW  
PROGRAM ON NAVER VLIVE**

**Total Pages** : 85 Pages + Attachment  
**Bibliografi** : 14 Books + 16 Journals + 8 Other Sources

### **ABSTRACT**

*Bromance is a result of the loss of homophobic culture. Bromance itself means a friendly relationship between men and men who are very close and intimate. Bromance is a popular culture in several Asian countries, one of which is South Korea. In Korea, bromance is part of popular culture, which is shown through interaction between two boy group members.*

*This is a qualitative descriptive study, using the reception analysis method of data collection through in-depth interviews and focus group discussions. The results of the study refer to Stuart Hall's encoding-decoding theory that the results of audience reception analysis are divided into three categories of acceptance positions namely Dominance, Negotiation, and Opposition.*

*The results of this study, in general, can be concluded that the meaning of audiences of bromance in Bangtan Sonyeondan (BTS), especially in the RUN BTS! program enters into a dominant position because it evaluates that the interactions of Bromance are still within reasonable limits.*

**Keyword:** *Bromance, Bangtan Sonyeondan, RUN BTS!, Analysis Reception*