

ABSTRAK

Holywings Indonesia adalah perusahaan yang bergerak dalam bisnis *beer house, lounge* dan klub malam. Klub malam ini pernah beberapa kali mendapat teguran penertiban dari Satgas Covid-19 karena dinilai telah melakukan pelanggaran protokol Kesehatan pada masa Pemberlakuan Pembatasan Kegiatan Masyarakat (PPKM). Peristiwa ini tentunya dianggap berdampak negatif bagi citra Holywings Indonesia, dan hal tersebut juga disadari oleh manajemen Holywings Indonesia. Untuk memperbaiki citra terpuruk tersebut, manajemen Holywings Indonesia membuat strategi, ikut serta mensukseskan program vaksinasi Covid-19. Cara yang dipilih, dengan mengalihfungsikan klub malam Holywings Indonesia sebagai tempat vaksinasi, mulai tanggal 1 Juli 2021 sampai 31 Agustus 2021. Kegiatan ini juga dipublikasikan dalam Instagram Holywings. Muncul pertanyaan, bagaimana resepsi netizen Holywings terhadap konten Instagram Vaksin di Holywings Check tersebut.

Untuk mengungkap fokus penelitian tersebut, digunakan 5 contoh gambar dari Instagram Holywings, sebagai contoh konten yang dianalisis dengan teori analisis resepsi, teori tradisi studi khalayak, *individual differences theory*, teori psikologi komunikasi dan *imagined community*. Penelitian kualitatif ini menggunakan metode analisis resepsi. Subyek penelitian ada 15 orang informan, semuanya adalah netizen Instagram Holywings yang juga merupakan pengunjung aktif klub malam Holywings Indonesia.

Temuan penelitian mendeskripsikan beberapa kategori makna yang dominan seperti perubahan warna logo di halaman Instagram berwarna kuning dinilai menarik, upaya branding positif bagi pemulihan citra Holywings dan dapat membantu program pemerintah untuk meningkatkan pemerataan vaksinasi. *Negotiated* kegiatan yang hebat namun perlu meningkatkan protokol kesehatan, bisa mengerti kebutuhan vaksin gratis tetapi juga akan lebih baik kalau memperlengkap jenis vaksinnya, serta kemudahan yang ditawarkan menarik namun bisa di *improve* dengan informasi yang lebih detail. Dan untuk penerimaan *Oppositional*, dimaknai dengan lokasi harusnya ditambah, sehingga jumlah orang yang divaksin bertambah, tindakan yang aneh karena Holywings sudah jelas memiliki image klub malam dan bukan fasilitas kesehatan. Faktor-faktor kontekstual yang memungkinkan terjadinya perbedaan pembacaan yaitu: keberadaan media sosial Instagram Holywings, mitos dan persepsi yang terbangun, kepentingan dan kepercayaan netizen, konstruksi sosial netizen, manfaat program, risiko kesehatan yang dapat dihadapi, interaksi sosial netizen, serta kondisi biologis dan sosiopsikologis. Dengan demikian peneliti menyimpulkan bahwa sebagian besar informan memiliki penerimaan *Dominant Hegemonic Code Position*.

Kata Kunci : alih fungsi, resepsi followers, konten instagram, klub malam, covid-19

ABSTRACT

Holywings Indonesia is a company engaged in the beer house, lounge and nightclub business. The club has received several enforcement warnings from the Covid-19 Task Force because it is considered to have violated the Health protocol during the Implementation of Community Activity Restrictions (PPKM). This incident is certainly considered to have a negative impact on the image of Holywings Indonesia, and this is also recognized by the management of Holywings Indonesia. To improve this poor image, the management of Holywings Indonesia made a strategy to participate in the success of the Covid-19 vaccination program. The method chosen is by functional transfer the Holywings Indonesia nightclub as a vaccination site, starting from 1 July 2021 to 31 August 2021. This activity is also published on Holywings Instagram. The question arises, how is the reception of Holywings netizens for content "Vaksin di Holywings Check".

To reveal the focus of this research, 5 examples of images from Holywings' Instagram are used, as examples of content analyzed with reception analysis theory, audience study tradition theory, individual differences theory, communicant psychology theory and imagined community. This qualitative research uses reception analysis method. The research subjects were 15 informants, all of whom were netizens on Holywings' Instagram who were also active visitors to the Holywings Indonesia nightclub.

The research findings describe several dominant categories of meaning, such as changing the color of the logo on the yellow Instagram page which is considered attractive, positive branding efforts for the restoration of Holywings' image and can help government programs to increase vaccination distribution. Negotiated great activities but need to improve health protocols, can understand the need for free vaccines but it would also be better to complete the types of vaccines, and the facilities offered are attractive but can be improved with more detailed information. And for Opositional reception, it means that the location should be increased, so that the number of people being vaccinated will increase, a strange act because Holywings has a clear image of a nightclub and not a health facility. Contextual factors that allow for different readings are: the existence of Holywings' Instagram social media, myths and perceptions that are built, netizens' interests and beliefs, netizens' social construction, program benefits, health risks that can be faced, netizen's social interactions, and biological and sociopsychological conditions. Thus the researcher concludes that most of the informants have acceptance of the Dominant Hegemonic Code Position.

Keywords: *function transfer, follower reception, Instagram content, nightclub, covid-19*