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Analisis Resepsi Followers Akun Instagram @Dr.Tirta Mengenai Informasi Vaksin Covid-19 Di Indonesia

ABSTRAK

Dalam konteks komunikasi dan kesehatan, media sosial dapat memfasilitasi masyarakat terhadap kebutuhan informasi kesehatan. Vaksinasi merupakan program pemerintah dalam menanggulangi pandemi virus Covid-19, namun program vaksinasi Covid-19 di Indonesia memunculkan polemik pro dan kontra dalam masyarakat akibat distrupsi informasi. Kementerian Kesehatan RI memanfaatkan *Influncer* untuk sosialisasi vaksinasi Covid-19. Tirta Mandira Hudi merupakan *Influncer* relawan penanganan Covid-19, konten dalam akun Instagramnya @dr.tirta membahas informasi vaksin Covid-19 di Indonesia.

Penelitian ini menggunakan metode kualitatif dengan paradigma konstruktivisme serta pendekatan analisis resepsi *Encoding-Decoding* Stuart Hall. Analisis resepsi memfokuskan pada pemaknaan khalayak terhadap pesan (*decoding*), yaitu proses interpretasi yang mendalam atas teks media dan bagaimana khalayak memaknai isi teks media. Stuart Hall menggambarkan tiga posisi khalayak dalam pemaknaan kode-kode pada pesan teks media yaitu, *dominant-hegemonic*, *negotiated*, dan *oppositional*.

Pengumpulan data dalam penelitian ini adalah wawancara dan FGD (*Focus Group Discussion*) dengan tujuh informan yaitu *followers* akun Instagram @dr.tirta untuk mengetahui variasi alasan, argumentasi atau dasar dari pemaknaan *followers* mengenai informasi vaksin Covid-19 di Indonesia yang diunggah oleh akun Instagram @dr.tirta.

Hasil penelitian menunjukkan bahwa semua informan menerima secara menyeluruh pesan yang disampaikan oleh akun Instagram @dr.tirta mengenai informasi vaksin Covid-19 di Indonesia. Namun berbeda hal dengan pemilihan kata, bahasa dan karakter dokter Tirta dalam menyampaikan informasi vaksin Covid-19 di Indonesia. Pada hal tersebut, para informan memiliki resepsi dan pemaknaan yang berbeda.

Kata kunci: Analisis Resepsi, Informasi Vaksin Covid-19, Instagram



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Reception Analysis of Followers Instagram Account @dr.tirta Regarding Information on The Covid-19 Vaccine in Indonesia

ABSTRACT

In the context of health communication and promotion, social media can facilitate public knowledge of health information needs. Vaccination is a government program in tackling the Covid-19 virus pandemic, but the Covid-19 vaccination program in Indonesia has raised polemics for and against in society due to information disruption. The Indonesian Ministry of Health utilizes influencers to socialize the Covid-19 vaccination in Indonesia. Tirta Mandira Hudi is an Influencer for assistance with handling Covid-19, the content on his Instagram account @dr.tirta discusses information on the Covid-19 vaccine in Indonesia.

This study uses qualitative methods with constructivism paradigm and Stuart Hall's Encoding-Decoding reception analysis approach. Perceptual analysis that focuses on the audience's meaning of the message (decoding), namely the process of interpretation and in-depth understanding of media texts and how audiences interpret the contents of these media texts. Stuart Hall describes three audience positions in interpreting codes in media text messages, namely, dominant-hegemonic, negotiation, and opposition.

Data collection in this study consisted of interviews and FGD (Focus Group Discussion) with seven informants, namely followers of the Instagram account @dr.tirta to find out variations in reasons, arguments or the basis for the meaning of followers regarding the information on the Covid-19 vaccine in Indonesia which was uploaded by the Instagram account @ dr. tirta.

The results of the study showed that all informants fully received messages conveyed by the Instagram account @dr.tirta regarding information on the Covid-19 vaccine in Indonesia. However, this is different from Doctor Tirta's choice of words, language and character in conveying information on the Covid-19 vaccine in Indonesia. In this case, the informants have different receptions and meanings.

Keyword : Reception Analysis, Covid-19 Vaccine Information, Instagram