

**PENERIMAAN KHALAYAK TERHADAP KONTEN EDUKASI DI
MEDIA SOSIAL**

(Studi Kasus pada Pengikut Akun Instagram @imbex.series)

SKRIPSI

diajukan untuk memenuhi sebagian syarat untuk memperoleh gelar
Sarjana Ilmu Komunikasi



oleh

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**PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA**

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Sarjana Ilmu Komunikasi pada Fakultas Pendidikan Ilmu Pengetahuan Sosial

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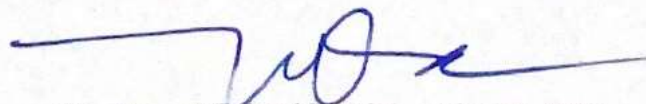


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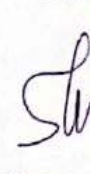
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LEMBAR PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “Penerimaan Khalayak Terhadap Konten Edukasi di Media Sosial (Studi Kasus pada Pengikut Akun Instagram @imbex.series)” ini beserta seluruh isinya adalah benar-benar karya saya pribadi. Saya tidak menjiplak atau mengutip dengan cara yang tidak sesuai dengan etika penelitian dan ilmu yang berlaku dalam dunia keilmuan. Atas pernyataan ini, saya siap menanggung sanksi atau risiko apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan ataupun terdapat klaim dari pihak lain terhadap keaslian karya saya.

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KATA PENGANTAR

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Tugas akhir penelitian ini dilakukan atas dasar bahwa adanya perbedaan atensi secara signifikan dari audiens terhadap konten promosi dan konten edukasi pada Instagram @imbex.series yang terlihat dari insight unggahan konten tersebut. Lebih lanjut, penelitian ini diharapkan dapat bermanfaat bagi bidang keilmuan lain dan menjadi pedoman bagi peneliti lain dengan tema yang serupa sehingga kajian ini dapat lebih berkembang. Tidak hanya itu, penelitian ini pun diharapkan dapat menjadi acuan khususnya oleh IMBEX Series dalam membuat konten dan menyusun strategi komunikasi pemasaran di media sosialnya.

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ABSTRAK

Rendahnya respon dan antusiasme audiens terhadap konten edukasi di media sosial menjadi tantangan tersendiri bagi Instagram @imbex.series. Kurangnya minat pada konten tersebut disebabkan oleh berbagai faktor, seperti penyampaian yang kurang menarik dan persaingan dengan konten promosi. Penelitian ini bertujuan untuk mengetahui bagaimana pemaknaan denotatif, konotatif, dan evaluasi konten edukasi di media sosial oleh pengikut Instagram @imbex.series. Untuk menjawab pertanyaan penelitian tersebut, peneliti menggunakan pendekatan kualitatif dengan metode studi kasus. Data penelitian diperoleh dari wawancara dengan pengikut akun Instagram tersebut. Model Analisis Resepsi Multidimensi oleh Carolyn Michelle (2007) menjadi pedoman dalam menganalisis penerimaan khalayak terhadap konten edukasi di media sosial. Hasil penelitian menunjukkan bahwa penerimaan dan pemaknaan konten edukasi di media sosial dipengaruhi faktor internal dan faktor eksternal. Faktor internal meliputi pengetahuan dan pengalaman pribadi. Sedangkan faktor eksternal meliputi terpaan media dan pengaruh orang lain. Secara denotatif, pesan dipersepsikan sebagai cerminan realitas karena sesuai dengan ideologi mereka. Sedangkan secara konotatif, khalayak mampu menemukan pesan dan makna implisit pada konten edukasi. Kemudian, evaluasi sebagai tahap terakhir analisis penerimaan khalayak. Penelitian ini menemukan bahwa pengikut akun Instagram @imbex.series terbagi dalam dua jenis pembaca. Sebagian termasuk pembaca *hegemonic* dan sebagian lainnya termasuk pembaca *contesting*. Guna memperdalam kajian penerimaan khalayak, direkomendasikan untuk melakukan penelitian penerimaan khalayak dengan fokus yang berbeda sehingga mendapatkan sudut pandang lain. Konten edukasi pun perlu diperbanyak berupa video aktif dan memanfaatkan fitur suara latar yang populer.

Kata kunci: *Analisis Resepsi Multidimensi, Instagram, Konten Edukasi, Media Sosial, Penerimaan Khalayak*

ABSTRACT

The low audience response and enthusiasm for educational content on social media is a challenge for Instagram @imbex.series. The lack of interest in the content is caused by various factors, including unengaging delivery and competition with promotional content. This research aims to find out how the denotative, connotative, and evaluation meanings of educational content on social media by Instagram @imbex.series followers. Researchers used a qualitative approach with a case study method to answer these research questions. The research data was collected from interviews with Instagram account followers. The Multidimensional Reception Analysis Model by Carolyn Michelle (2007) became a guideline for analyzing audience acceptance of educational content on social media. The results show that the acceptance and meaning of educational content on social media are influenced by internal factors and external factors. Internal factors include knowledge and personal experience. External factors include media exposure and the influence of others. Denotatively, the message is perceived as a reflection of reality because it is in accordance with their ideology. While connotatively, audiences are able to find messages and implicit meanings in educational content. Then, evaluation is the last stage of audience acceptance analysis. This study found that followers of the @imbex.series Instagram account are divided into two types of readers. Some are hegemonic readers, and others are contesting readers. To deepen the study of audience acceptance, it is recommended that audience acceptance research be conducted with a different focus so as to get another point of view. Educational content also needs to be increased in the form of active videos and the use of popular background sound features.

Keywords: Audience Reception, Educational Content, Instagram, Multidimensional Reception Analysis, Social Media

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