

ABSTRAK

Munisa Febrianti. 220531100055. Program Studi Ilmu Komunikasi. Analisis Resepsi Generasi Alpha pada Konten *Italian Brainrot* di YouTube sebagai Budaya Humor Absurd di Era Digital.

Perkembangan media digital menghadirkan berbagai macam hiburan baru yang banyak diminati Generasi Alpha, salah satunya konten *Italian Brainrot* di YouTube. Konten ini menampilkan karakter anomali, visual yang tidak logis, serta alur cerita yang cenderung tidak masuk akal, sehingga membentuk humor absurd dalam budaya digital internet. Tujuan dari penelitian ini untuk memahami bagaimana resepsi Generasi Alpha dalam menerima dan merespons konten tersebut sebagai bagian dari hiburan digital.

Teori yang digunakan dalam penelitian ini teori resepsi Stuart Hall dengan tiga posisi penerimaan, yaitu dominan, negosiasi, dan oposisi. Subjek penelitian ialah Generasi Alpha yang dipilih usia 9–15 tahun dengan jumlah 10 informan yang pernah berkomentar pada konten *Italian Brainrot* di YouTube. Metode yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui wawancara mendalam, observasi digital, dan dokumentasi. Pemilihan informan dilakukan secara purposive sampling, sedangkan analisis data menggunakan teknik Miles dan Huberman Keabsahan data menggunakan triangulasi sumber.

Hasil penelitian menunjukkan bahwa 40% informan berada pada posisi dominant-hegemonic, 50% negotiated reading, dan 10% oppositional reading. Posisi negosiasi menjadi yang paling dominan karena sebagian besar informan menikmati *Italian Brainrot* sebagai hiburan, tetapi tetap mempertimbangkan isi konten berdasarkan masalah pribadi, pengalaman menonton, dan pengaruh lingkungan. Sebaliknya, posisi dominan dan oposisi ditempati lebih sedikit informan karena perbedaan hasil proses decoding. Hal ini terlihat bahwa *Italian Brainrot* sebagai teks yang bersifat polisemi menghasilkan pemaknaan yang beragam. Walaupun menerima paparan konten yang sama melalui rekomendasi algoritma YouTube, Generasi Alpha tetap berperan aktif dalam menerima, menegosiasikan, maupun menolak makna yang mereka bangun sendiri.

Kata kunci: Resepsi audiens, Generasi Alpha, *Italian Brainrot*, Humor Absurd, YouTube.

ABSTRACT

Munisa Febrianti. 220531100055. *Communication Science Study Program. Analysis of Alpha Generation's Reception of Italian Brainrot Content on YouTube as an Absurd Humor Culture in the Digital Age.*

The development of digital media presents a variety of new entertainment that is in great demand by the Alpha Generation, one of which is Italian Brainrot content on YouTube. This content features anomalous characters, illogical visuals, and storylines that tend to make no sense, thus forming absurd humor in the digital culture of the internet. The purpose of this study is to understand how Generation Alpha reception in receiving and responding to such content as part of digital entertainment.

The theory used in this study is Stuart Hall's reception theory with three acceptance positions, namely dominant, negotiating, and opposition. The research subjects were Generation Alpha who were selected at the age of 9–15 years with a total of 10 informants who had commented on Italian Brainrot content on YouTube. The method used is qualitative descriptive with data collection techniques through in-depth interviews, digital observations, and documentation. The selection of informants was carried out by purposive sampling, while the data analysis used the Miles and Huberman techniques. The validity of the data used source triangulation.

The results showed that 40% of informants were in a dominant-hegemonic position, 50% negotiated reading, and 10% oppositional reading. The negotiating position became the most dominant because most informants enjoyed Italian Brainrot as entertainment, but still considered the content based on personal issues, viewing experience, and environmental influences. On the other hand, the dominant and opposition positions were occupied by fewer informants due to the difference in the results of the decoding process. It can be seen that Italian Brainrot as a polysemite text produces various meanings. Despite receiving exposure to the same content through YouTube's algorithm recommendations, Generation Alpha still plays an active role in receiving, negotiating, and rejecting the meanings they have built themselves.

Keywords: *Audience reception, Alpha Generation, Italian Brainrot, Absurd Humor, YouTube.*