

ABSTRAK

Dearní Anjelina Panjaitan.220531100123.Ilmú Komunikasi.ANALISIS RESEPSI PENONTON TERHADAP REPRESENTASI IDENTITAS DIGITAL PALSU DAN *SAME SEX RELATIONSHIP* DALAM SERIAL “GIRL’S LOVE ’23.5”

Penelitian ini bertujuan untuk mengetahui bagaimana penonton memaknai representasi identitas digital palsu dan *same sex relationship* dalam serial Girls’ Love ‘23.5’. Fokus penelitian ini adalah pada pemaknaan penonton terhadap penggunaan identitas digital anonim serta representasi hubungan sesama jenis yang ditampilkan dalam serial tersebut, serta bagaimana posisi resepsi penonton berdasarkan teori Stuart Hall.

Penelitian ini menggunakan pendekatan kuantitatif deskriptif dengan metode survei. Teknik pengumpulan data dilakukan melalui kuesioner yang disebarkan kepada 125 responden yang merupakan penonton serial ‘23.5’. Data dianalisis menggunakan analisis deskriptif untuk melihat kecenderungan jawaban responden dalam memaknai setiap pernyataan berdasarkan indikator penelitian, serta dikaitkan dengan teori resepsi Stuart Hall yang membagi khalayak ke dalam posisi dominant reading, negotiated reading, dan oppositional reading.

Hasil penelitian menunjukkan bahwa penonton cenderung menerima representasi identitas digital palsu sebagai hal yang wajar dalam konteks budaya digital remaja, namun tetap menyadari adanya risiko terhadap kepercayaan dalam hubungan interpersonal. Identitas digital juga dipahami sebagai ruang aman untuk berekspresi di media sosial. Pada representasi *same sex relationship*, penonton cenderung menerima sebagai bagian dari dinamika cinta remaja dalam ruang fiksi, meskipun tetap mempertimbangkan norma sosial dan nilai budaya yang berlaku di masyarakat Indonesia. Secara keseluruhan, penonton berada pada posisi dominant reading dan negotiated reading dalam memaknai representasi yang ditampilkan dalam serial tersebut.

Kata Kunci: identitas digital palsu, resepsi penonton, *same sex relationship*, serial 23.5, Stuart Hall

ABSTRACT

Dearní Anjelina Panjaitan.220531100123.Communication Science.ANALYSIS OF AUDIENCE RECEPTION OF THE REPRESENTATION OF FAKE DIGITAL IDENTITIES AND SAME-SEX RELATIONSHIPS IN THE SERIES “GIRL’S LOVE ’23.5”

This study aims to examine how viewers interpret the portrayal of fake digital identities and same-sex relationships in the Girls’ Love series “23.5.” The focus of this study is on viewers’ interpretations of the use of anonymous digital identities and the portrayal of same-sex relationships in the series, as well as how viewers’ reception is positioned based on Stuart Hall’s theory.

This study employs a descriptive quantitative approach using a survey method. Data collection was conducted via a questionnaire distributed to 125 respondents who are viewers of the ‘23.5’ series. The data were analyzed using descriptive analysis to identify trends in respondents’ answers regarding their interpretations of each statement based on the research indicators, and these were linked to Stuart Hall’s reception theory, which categorizes audiences into the positions of dominant reading, negotiated reading, and oppositional reading.

The results indicate that viewers tend to accept the representation of fake digital identities as normal within the context of youth digital culture, while remaining aware of the risks to trust in interpersonal relationships. Digital identity is also understood as a safe space for self-expression on social media. Regarding the portrayal of same-sex relationships, viewers tend to accept them as part of the dynamics of teenage romance within a fictional context, although they still take into account the social norms and cultural values prevalent in Indonesian society. Overall, viewers adopt positions of “dominant reading” and “negotiated reading” when interpreting the portrayals presented in the series.

Keywords: fake digital identity, audience reception, same-sex relationship, the series 23.5, Stuart Hall