

ABSTRAK

Abdul Rozak Al Khafi. 210531100053. Program Studi Ilmu Komunikasi. Analisis Resepsi Pengikut Akun @garudarevolution.football terhadap *Star Syndrome* Pemain Naturalisasi Timnas Indonesia di Instagram.

Penelitian ini bertujuan untuk mengkaji bagaimana resepsi pengikut akun Instagram @garudarevolution.football terhadap isu *star syndrome* pemain naturalisasi Timnas Indonesia. Akun @garudarevolution.football sebagai salah satu media populer di kalangan penggemar sepak bola nasional sering mengangkat isu dan narasi seputar pemain naturalisasi, termasuk perilaku yang dianggap berlebihan atau menunjukkan gejala *star syndrome*. Penelitian ini menggunakan pendekatan kualitatif dengan teori resepsi Stuart Hall yang membagi posisi informan dalam memaknai pesan menjadi tiga kategori, yakni *dominant-hegemonic position*, *negotiated position*, dan *oppositional position*. Data diambil dengan teknik wawancara kepada tujuh informan yang merupakan pengikut aktif dari akun @garudarevolution.football, selain itu data juga diambil dari salah satu berita di media sosial Instagram dalam akun tersebut yang membahas tentang *star syndrome* salah satu pemain naturalisasi Timnas Indonesia, Justin Hubner. Hasil penelitian menunjukkan setiap informan memaknai dengan pendekatan berbeda, sesuai dengan pengalaman, latar belakang, dan kerangka berpikir masing-masing. Dari tujuh informan yang telah diwawancarai terdapat empat informan yang termasuk ke dalam posisi dominan, dan satu informan ke dalam posisi negosiasi, serta dua informan yang termasuk ke dalam posisi oposisi. Ketujuh informan menunjukkan bahwa mereka memiliki perspektif masing-masing dalam menyikapi isu *star syndrome* pada pemain naturalisasi Timnas Indonesia, khususnya Justin Hubner.

Kata Kunci: resepsi, *star syndrome*, pemain naturalisasi, Instagram, Justin Hubner.

ABSTRACT

Abdul Rozak Al Khafi. 210531100053. Communication Department. A Reception Analysis of @garudarevolution.football Instagram Followers on the Star Syndrome of Naturalized Players in the Indonesian National Football Team.

This study aims to examine how followers of the Instagram account @garudarevolution.football perceive the issue of star syndrome among naturalized players of the Indonesian national football team. The account @garudarevolution.football, as one of the popular media platforms among national football fans, often raises issues and narratives regarding naturalized players, including behaviors considered excessive or indicative of star syndrome. This research employs a qualitative approach using Stuart Hall's reception theory, which categorizes audience interpretations into three positions: dominant-hegemonic position, negotiated position, and oppositional position. Data were collected through in-depth interviews with seven informants who are active followers of the @garudarevolution.football account. In addition, data were also taken from one Instagram post by the account that discussed the star syndrome of one of the national team's naturalized players, Justin Hubner. The results show that each informant interprets the issue differently, based on their experiences, backgrounds, and individual frames of understanding. Of the seven informants interviewed, four represent the dominant position, one represents the negotiated position, and two represent the oppositional position. All seven informants demonstrate that they have their own perspectives in responding to the issue of star syndrome among naturalized players of the Indonesian national team, particularly in the case of Justin Hubner.

Keywords: *reception, star syndrome, naturalized players, Instagram, Justin Hubner.*