

## RESEPSI MAHASISWA JURNALISTIK MENGENAI SOSOK IBU DALAM PEMBERITAAN TV ONE “IBU BUNUH ANAK DI BREBES”

Oleh :

Willy Mulia<sup>1)</sup>

Altobeli Lobodally<sup>2)</sup>

### ABSTRACT

*The mother figure is described as a heinous killer for killing her three children in the TV One News "Mother kills children in Brebes". The audience is an active public in interpreting the message presented by the new media. This study uses the Encoding-Decoding theory. Encoding is the process of composing messages carried out by the mass media while Decoding is the process of receiving messages carried out by the audience from what is produced by the mass media. This study analyzed the news that appeared in the mass media. In the research method, the researcher used audience reception analysis with three positions: Hegemonic-Dominant, negotiation, and opposition to collect the data, the researcher conducted in-depth interviews with each informant, namely journalism students. After conducting interviews, the researchers found that the three informants were categorized into opposition positions, while the other two informants could be positioned into Dominant-Hegemonic, and negotiation positions. Each informant is categorized in the position because of different backgrounds.*

**Keywords:** Audience Reception Analysis, mother figure, television, Encoding-Decoding

### ABSTRAK

Sosok ibu digambarkan sebagai pembunuh keji karena melakukan pembunuhan terhadap ketiga anaknya dalam pemberitaan TV One “Ibu Bunuh Anak Di Brebes”. Khalayak merupakan publik yang aktif dalam memaknai pesan yang disuguhkan oleh media baru. Penelitian ini menggunakan Teori *Encoding-Decoding*. *Encoding* merupakan proses penyusunan pesan yang dilakukan oleh media massa sedangkan *Decoding* merupakan proses penerimaan pesan yang dilakukan oleh khalayak dari apa yang dihasilkan oleh media massa. Penelitian ini melakukan analisis terhadap pemberitaan yang muncul di media massa. Pada metode penelitian, peneliti menggunakan analisis resepsi khalayak dengan ketiga posisi yakni: *Hegemonic-Dominant*, *Negosiasi* dan *Oposisi* untuk melakukan pengumpulan datanya peneliti melakukan wawancara secara mendalam kepada masing-masing informan yakni Mahasiswa Jurnalistik. Setelah melakukan wawancara, peneliti menemukan bahwa ketiga informan dikategorikan ke dalam Posisi *Oposisi*, sedangkan dua informan lainnya dapat diposisikan kedalam Posisi *Dominant-Hegemonic*, dan *Negosiasi*. Masing-masing informan dikategorikan dalam posisi tersebut karena latar belakang yang berbeda.

**Kata Kunci:** Analisis Resepsi Khalayak, sosok ibu, televisi, Encoding-Decoding

<sup>1</sup> Ilmu Komunikasi, Institut Bisnis dan Informatika Kwik Kian Gie Jalan Yos Sudarso Kav.87, Jakarta Utara, DKI Jakarta 13210. Email: 68180468@student.kwikkiangie.ac.id

<sup>2</sup> Mahasiswa Ilmu Komunikasi, Institut Bisnis dan Informatika Kwik Kian Gie Jalan Yos Sudarso Kav.87, Jakarta Utara, DKI Jakarta 13213210. Email:68180468@student.kwikkiangie.ac.id



LITERATURE REVIEW

**Davenirvana1 community interpretation of the specifications and features of the Samsung Galaxy A50s phone in Droidlime Youtube channel.**

This research is taken from the Journal Kalbis Socio, Journal of business and communication, Volume 8, No.2, August 2021. This study aims to determine the interpretation of the Davenirvana1 community regarding the specifications and features of the Samsung Galaxy A50s phone in the Droidlime Youtube channel on the show "this is the NETIZEN'S dream phone. This research uses the Encoding-Decoding theory through a qualitative approach, constructivism paradigm, and audience reception analysis method.

From this study, researchers suggest that some meanings are not the same in every informant about the specifications and features in the show "this is the dream of netizens...!". The one where the hegemony-dominant position is dominated by the meaning of informants on the topic of video results with the super steady feature. Then the negotiating position was dominated by the meaning of informants on the topic of ONE UI.

**Audience Recipe Analysis Of The Content Of The Message On The Ad Wardah Cosmetics "Long-Lasting Lipstick Feel The Color"**

This study is taken from the Journal of Communication, Vol 11 No.March 1, 2020, P-ISSN 2086-6178, E-ISSN 2579-3292. This study aims to determine how the audience's acceptance of wardah cosmetics advertising, especially Muslim women in the WTC Sudirman office area. This study uses a qualitative method with an acceptance analysis method conducted on several informants with certain criteria requirements.

This study also uses the theory of encoding-decoding Stuart Hall, based on research conducted to raise two existing categories of dominant hegemonic and

As for the form of appreciation made to the mother, then created a celebration of National mother's day which is commemorated every December 22. In addition, other forms of appreciation created for a mother are the many works of art created through films, songs, to literary works in the form of novels that raise the stories of a mother's struggle.

As a mother who is known as a protector, educator, and lover, and also a mainstay in various household matters, unfortunately not all mothers perform the role. In some cases, the mother often appears in the mass media coverage, after she committed a crime.

In Communication Science Research, an active audience is considered as an audience that is active in responding to news from the mass media. Active audiences are audiences that have the independence to form meaning when they watch cinema shows, films, or literature consumed by them.

The active audience can also be interpreted as an audience that produces the meaning contained in the film show, the serial drama it consumes, as well as the stories contained in the novels it reads (Ida, 2014). The active audience aimed at this research is journalism students.

This study will try to map the audience acceptance of TV One News entitled "Mother kills child in Brebes". This study uses the Encoding-Decoding theory to map audiences. Encoding-decoding by Stuart Hall encourages the meaning raised by the text or film in the media during the production and reception process. Hall states that the term of meaning is never certain, and there is no resolving strategy regarding these different interpretations (Ida, 2014). Encoding is the process of composing messages carried out by the mass media, and Decoding is the process of receiving messages carried out by the audience from what is produced by the mass media.

negotiated reading. As well as producing a new social value that is raised by the millennial generation as Muslim women today.

**Analysis of teenage girls 'reception to Fashion shopping lifestyle through the video shows' shopping is not a rule' in the Tiktok account @handmadeshoesby**

This study is taken from one of the journals Representamen, Vol 7 No.01. ISSN: 2444-3942, E-ISSN. This research was appointed to find out how the reception of teenage girls to the shopping lifestyle was shown through the video show "shopping is not a rule" on the Tiktok account @handmadeshoesby. In the video appears a woman who is shopping for fashion products in large quantities without a series of planning, considering, or trying the product. This is interesting because the researchers in the study tried to find out how the reception of adolescent girls in interpreting the message in the video.

The study used qualitative methods with reception analysis study methods, with interview and observation data collection techniques. The study also uses Stuart Hall's encoding-decoding theory. Through this research, there was a difference in reception between informants from one, and the aspects contained in the video were not absolutely accepted by the informants.

**New media audience and gender perspective: A reception analysis of Millennial's interpretation**

This study is taken from the International Journal of Humanities and Social Science Research Volume 6; Question 1; January 2020; Page No. 58-63. The journal aims to analyze audience interpretations of Gender meanings in YouTube content. Today, there are so many social media platforms on all kinds of devices such as mobile phones, tablets, and even TVs; with audiences engaging in social media platforms, more cultures have

been developed and widely recognized.

One of the most popular platforms known as YouTube has become a major platform for spreading culture. One of the known cultural dissemination is called Gender meaning and has attracted quite a large audience to this topic.

This study uses the method of acceptance analysis. With the audience more involved in this topic, it has been divided into 2 categories of interpretation (i.e. male group and female group). The female group is more open and receptive to the idea, while the male group is less receptive and negotiates on the topic. The negotiation/rejection process includes several factors including education level, experience, and social environment. Ultimately, a person's gender may or may not be affected by these factors.

**RESEARCH METHODS**

Research subjects or informants are individuals who are asked to provide an explanation of facts or ideas. In this study, researchers used research subjects from a number of journalism students. The researcher chose journalism students as the subject of his research because in this study the researcher chose the news about the mother figure in TV One News "Mother kills child in Brebes". Meanwhile, journalism students are students who study the science of making news and mass communication products in the form of facts.

Determination technique informant researcher using a purposive sampling technique. Purposive sampling is a sampling technique that is used on the basis of certain considerations and goals (Sugiyono, 2021). The informant is needed in order to understand the interpretation of journalism students on social phenomena in TV One News entitled "Mother kills child in Brebes". In the determination technique, purposive sampling information has certain considerations and objectives, meaning that in the determination technique the data

KWIK KIAN GIE  
 SCHOOL OF BUSINESS  
 2. Dilarang mengemukakan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin IBIKKG.



source will be considered first based on criteria relevant to the problem and research scheme, and not randomly.

The locations that researchers will choose as a place to conduct interviews with informants are located in South Tangerang (Aeon BSD), South Jakarta (Plaza Festival), South Jakarta, Jagakarsa (Aeon Tanjung Barat), and North Jakarta, Pluit (Pluit Village) while the time chosen for interviews with informants is carried out once a week according to the schedule determined with the informants. The time on this study began in March 2022 to July 2022. Starting from data collection, informant profile, and interview stage, to the collection of soft cover research. At the interview stage, researchers will conduct interviews on June 1, 2022, to June 30, 2022, at 13.00-15.00 WIB.

The locations that researchers will choose as a place to conduct interviews with informants are located in South Tangerang (Aeon BSD), South Jakarta (Plaza Festival), South Jakarta, Jagakarsa (Aeon Tanjung Barat), and North Jakarta, Pluit (Pluit Village) while the time chosen for interviews with informants is carried out once a week according to the schedule determined with the informants. The time on this study began in March 2022 to July 2022. Starting from data collection, infoman profile, and interview stage, to the collection of soft cover research. At the interview stage, researchers will conduct interviews on June 1, 2022, to June 30, 2022, at 13.00-15.00 WIB.

This study requires triangulation techniques for data sources. Researchers compress information obtained from journalism student informants with an educator who has a background in producing news to draw conclusions about the reception of journalism students to social phenomena in TV One News entitled "Mother kills child in Brebes".

The data analysis technique that researchers use is audience reception by using the category of message reception or

encoding-decoding position, according to Stuart Hall there are three interpretations of the position in encoding-decoding, namely:

1. The Dominant Hegemonic position describes where the audience of media content receives a television program in full, accepting so directly the dominant ideology of the program without any rejection or disapproval.
2. The Negotiated Code states that audiences who combine their interpretation with their particular social experience act between adaptive and opposition to the interpretation of the message.
3. Opposition position (Oppositional Code), is the position when the audience is opposite to the representation presented in the television show in a different way to the readers offered (Ida, 2014, p.178-179).

## RESULTS AND DISCUSSION

This research entitled "reception of journalism students about mother Figures in TV One News "mother kill children in Brebes. This study uses the theory of Encoding-Decoding, where there is a process of delivering messages from the mass media to the audience and producing a response that is opposite to the mass media. The purpose of this study is to determine the audience's acceptance of the figure of "mother" in the news of TV One entitled "Mother kill children in Brebes".

This study used informants, namely students with a journalistic background, to find out how the acceptance of the mother figure is portrayed by TV one. The first informant named Maria Oktaviana, is a student of Journalism, at Multimedia Nusantara University aged 20 years, and the second informant named Lucky Aulia Riqzy Hawari is a student of Journalism, at Bakrie University aged 21 years. The third informant was named Aurel Aprilia who was a 22-year-old student of the Institute of Social and Political Sciences. The fourth

informant was named Sabila Muplihah who was a 22-year-old student of Journalism at the Institute of Social and Political Sciences. The fifth informant was named Vincent Cristian Angkasa who was an 18-year-old student of Journalism at Multimedia Nusantara University.

After the researchers conducted interviews with the five informants, the researchers concluded that each informant can be classified into a number of positions. This is evidenced by the results of interviews that researchers conducted with five informants journalism students from a number of universities. Through interviews conducted by researchers. Researchers can categorize the reception of journalism students about the figure of the mother in the news TV One "Mother kill children in Brebes". At first, informants were classified into opposition positions. The second informant can be classified into a Hegemonic-Dominant position. The third informant can be classified into a Hegemonic-Dominant position. The fourth informant can be classified into opposition positions. The fifth informant can be classified into opposition positions.

The first informant is a student of journalism in Semester IV. This informant is a young journalist in one of the national media. With the level of knowledge and experience in the field of journalism, the first informant rejected what was presented by TV One through the news "Mother kills child in Brebes". The figure of the mother, according to the first informant, although committing criminal acts should not be associated with mystical things, since they cannot be categorized into journalistic values.

The second informant named Lucky Aulia Rizqy Hawari is a journalism student in the eighth semester at Bakrie University. This informant on the one side agreed with what was presented by TV One, but on the other hand, this informant did not agree with the news presented by TV One about "Mother kills child in Brebes". According

to the second informant, the reporting of crimes committed by the mother figure does not matter if it is associated with supernatural and mystical things, because it is one way for TV One to seek ratings, and as for the visuals and narratives presented by TV One, the second informant considers it to be things that are still natural to be reported. But on the other hand, this informant does not agree that the news is associated with supernatural and mystical things, because according to the informant when producing the news, he must prioritize journalistic elements that must be in accordance with the facts.

The third informant named Aurel Aprilia and is one of the eighth-semester journalism students at The Jakarta Institute of Social and Political Sciences said he agreed with what was presented by TV One in the news "Mother kills child in Brebes". This is because according to this third informant, the mother figure shown illustrates that she has a mental disorder. The problem of mental disorders is the material for the preparation of news by TV One. So it is considered a normal and reasonable thing.

The fourth informant named Sabila Muplihah who is one of the eighth-semester journalism students at The Jakarta Institute of Social and Political Sciences stated that she rejected what was presented by TV One through the news "Mother kills child in Brebes". According to the fourth informant, the news about the mother figure is not associated with supernatural and mystical things, because it cannot be scientifically proven. The fourth informant also disagreed with the visual and narrative about the mother figure shown in the news.

The fifth informant named Vincent Cristian Angkasa is one of the fourth-semester journalism students at Multimedia Nusantara University. This informant refused the news "Mother kills child in Brebes" presented by TV One. According to the fifth informant, there are several narratives and visuals in unethical news displayed, and also according to the fifth

CONCLUSIONS

This research is entitled reception journalism students about the figure of the mother in the news TV One "Mother kill children in Brebes". In this study using the theory of encoding-Decoding Stuart Hall, which in the early process of news production existing mass media begins with the encoding process which includes various stages such as news planning, news gathering, news writing, and news publishing, which will then be accepted by a wide audience or known as the decoding process. Through this, the purpose of this study is to determine how the audience reception precisely journalism students on the figure of the mother raised in the news "mother kill children in Brebes".

This study used informants journalism students from various universities to find out how the reception or acceptance of students about the mother figure in the news "mother kill children in Brebes". After conducting the interview process with the five informants, the researchers found that the five informants were able to understand and interpret the mother figure shown in the news "Ibu suicides Anak di Brebes" with a variety of different responses according to their experience, knowledge, and age. During the interview process the researcher did, the five informants of journalism students were divided into several positions such as three informants belonging to the Opposition position, one informant belonging to the Hegemonic-Dominant position, and another informant belonging to the negotiation position.

The reception of meaning conducted by the first informant through the reception of meaning conducted on TV One News entitled "Mother kills child in Brebes", then the first informant classified into opposition positions. The first informant did the encoding by producing a meaning that was not in accordance with what was given by TV One in its reporting so there was a rejection of the mother figure shown. This

informant, the news of criminal acts by a mother figure associated with supernatural and mystical things is only as an angler to find audience traffic in the media, and also according to this fifth informant, the news that is associated with supernatural and mystical things has no news value.

The news produced by TV One entitled "Mother kills child in Brebes" has also gone through long stages such as news planning, news gathering, and news editing, before being published to a wide audience. So the news presented by TV One about "Mother kills child in Brebes" should have been feasible to be presented to a wide audience. But in the process of presenting the news, TV One actually chose an angle that is not related to the facts. This is about the occult problems that actually became the main angle in the news "mother killed a child in Brebes". TV One should start with the facts about the news. This is the focus of acceptance from each informant audience in this study.

In this study, researchers see the background and experience in the field of Journalism contributed greatly to the acceptance of the audience. Informants who have a good level of knowledge about the world of journalism will provide in-depth input on the news values presented by TV One. Generally, each informant does not agree with the angle of the news chosen by TV One namely: the supernatural. The informants agreed that this was not a fact that should be highlighted in the news "Mother kills child in Brebes", especially about the mother figure.

Meanwhile, other informants who have a lower level of knowledge about the world of journalism on some sides of the news of the mother figure in "Mother kills child in Brebes", expressed agreement with what was presented by TV One. This is indicated by the reasons that support the presentation of the news about the figure of the mother who committed a criminal act for supernatural reasons is commonplace and natural.



happens because according to the first informant, the first informant of the unseen whisper information presented in the TV One News narrative is like not journalism because if journalism must be based on facts, and the unseen information conveyed is not based on facts, this causes an imbalance in the information produced.

The second informant was classified into a negotiating position, this was shown after the informant carried out the decoding process on the TV One News entitled "Mother kills child in Brebes". The second informant is classified into a negotiating position because according to the second informant, the news of crimes committed by the mother figure does not matter if it is associated with supernatural and mystical things, because it is one of TV One's ways to find ratings, and as for the visuals and narratives presented by TV One, the second informant considers it to be things that are still reasonable to be reported. But on the other hand, this informant does not agree that the news is associated with supernatural and mystical things, because according to the informant when producing the news, he must prioritize journalistic elements that must be in accordance with the facts.

The third informant is classified into a Hegemonic-Dominant position, it shows that the third informant has done the encoding process to the news of TV One entitled "Mother kills child in Brebes" because according to this third informant the mother figure shown illustrates that she has a mental disorder. The problem of mental disorders is the material for the preparation of news by TV One. So it is considered a normal and reasonable thing.

The fourth informant belongs to the Opposition position, it shows the fourth informant has done the decoding process on TV One News entitled "Mother kills child in Brebes" because according to the fourth informant, the news about the mother figure is not associated with supernatural and mystical things, because it can not be

scientifically proven. The fourth informant also disagreed with the visual and narrative about the mother figure shown in the news.

In the fifth informant classified into opposition positions, it shows that the fifth informant has done the decoding process there is a TV One News entitled "Mother kills child in Brebes" by producing which is opposite to what is given by the media so that rejection occurs. This is because the fifth informant thinks that there are some narratives and visuals in unethical news displayed, and also according to the fifth informant the news of criminal acts by the mother figure associated with supernatural and mystical things only as an angler to find audience traffic in the media, and also according to this fifth informant, the news that is associated with supernatural and mystical things has no news value.

Thus the researcher can conclude that the reception of meaning conducted by journalism students on TV One News entitled "Mother kill child in Brebes" can be actively generated by the audience, where the audience is not a set of passive large groups that will only accept the meaning produced by the media alone, this can be proven through this study which produces a variety of meanings from informants. This is in accordance with the study of reception analysis which considers that the audience is an active actor in receiving meaning so that the resulting meaning can vary according to the way the experience, education, and age of each informant.

## REFERENCES

- AR, M. F. (2016). *Contextual Journalism*. Malang: UB Press.
- Briandana, R., & Azmawati, A. A. (2019). New media audience and gender perspective: A reception analysis of Millenials interpretation. *International Journal of Humanities and Social Science Research*, 58-63.
- Halim, S. (2015). *Fundamentals Of Television Journalism*. Yogyakarta: Deepublish Publisher.



- Ida, R. (2014). Research methods Media Studies and Cultural Studies. In R. Ida, Research Methods of Media Studies and Cultural Studies (p. 161). Jakarta, DKI Jakarta, Indonesia: Prenada Media Group.
- Krisnadi, Y. I., & Lobodally, A. (2021). Davenportan community interpretation of the specifications and features of the Samsung Galaxy A50s phone in Droidlime Youtube channel. *Kalbisocio, Journal of business and communication*.
- Lobodally, A., & Candrasari, S. (2019). Rosypinna Indonesian Baptist Church Congregation's Interpretation Of Worship Is Political. *Gracia Deo Journal Of Theology*, 13-25.
- Meilasari, S. H., & Wadih, U. (2020). Analysis Of The Audience Recipe On The Content Of The Message On The Advertisement Wardah Cosmetics "Long Lasting Feel The Color". *Journal Of Communication*.
- Mogot-Prahor, Y. (2021). Newspaper management: A Guide To Science, Knowledge, Art, conscience, and intuition. Jakarta: Kencana.
- Morissan. (2013). Individual To Mass Communication Theory. Jakarta: Kencana, Prenadamedia Group.
- Nasrallah, R. (2019). Media audience theory and Research. Jakarta: Kencana.
- Nurudin. (2017). Introduction To Mass Communication. Jakarta: PT Raja Grafindo Persada.
- Purnamasari, N. P., & Tutiasri, R. P. (2021). Analysis of teenage girls ' reception to the lifestyle of shopping for Fashion through the video shows' shopping is not a rule' in the Tiktok account @handmadeshoesby. *Journal Of Representamen*.
- Romli, A. S. (2017). Program Management & Radio Broadcast Production Engineering. Bandung: Nuansa Cendekia.
- Romli, K. (2016). Mass Communication. Jakarta: GRASINDO.
- Sugiyono. (2021). Quantitative, Qualitative, and R&D research methods. Bandung: Alfabeta.
- Unde, A. A. (2014). Television & Pluralistic Society. Jakarta: Prenanda.
- Primary, A. (2017). Gender and Career Women. Malang: UB Press.

PERSETUJUAN RESUME  
KARYA AKHIR MAHASISWA

Telah terima dari

Nama Mahasiswa / I : WILLY MULIA

: 681 80468 Tanggal Sidang : 14 oktober 2022

Judul Karya Akhir

: Reseps Mahasiswa Jurnalistik Mengenai Sasak Ibu Dalam  
Penberitaan tv ONE "Ibu Bunuh Anak di Brebes".

Jakarta, 18 / 10 20 22

Mahasiswa/I

[Signature]  
(Willy Mulia.....)

Pembimbing

[Signature]  
(Altobeli Lobodally, S.Sos., M.I.com)

