

Intisari

Magdalene.co, salah satu portal media daring alternatif berbasis feminisme, gender, dan pluralis. Artikel-artikel yang ditawarkan oleh *Magdalene.co* cenderung kerap memunculkan pro-kontra. Beberapa teks tentang feminisme yang pernah diunggah dan dibagikan oleh *Magdalene.co* melalui media sosialnya memantik perdebatan, tak hanya bagi laki-laki tapi juga perempuan. Akhirnya, ide-ide yang terkandung pada gagasan feminisme tidak sepenuhnya dipahami khalayak dan cenderung sering disalahartikan. Penelitian ini bertujuan untuk menganalisis proses pemaknaan dan pengalaman diri khalayak (para pembaca) pada isu-isu seputar feminisme dan gender, serta mencermati faktor-faktor sosial-budaya yang memengaruhi khalayak dalam memaknai dan mengonstruksi gagasan feminisme yang ditawarkan oleh teks *Magdalene.co*. Teori yang digunakan adalah teori feminisme yang dikaitkan dengan kerangka pemikiran analisis resepsi milik Klaus Bruhn Jensen dan Ien Ang. Analisis resepsi KB Jensen diterapkan untuk melihat perbandingan makna yang ditawarkan teks *Magdalene.co* dengan apa yang diterima pembaca, sedangkan pemikiran Ien Ang digunakan untuk melihat makna baru yang dikonstruksi khalayak. Hasil encoding-decoding melalui proses FGD (*Focus Group Discussion*) yang melibatkan empat responden perempuan berusia 25-30 menunjukkan gagasan feminisme yang ditawarkan teks *Magdalene.co*, diterima sebagai nilai-nilai kesetaraan gender, patriarki yang merugikan, serta pembagian peran dalam ranah domestik. Keempatnya memiliki pemaknaan berbeda dipengaruhi oleh faktor agama, suku, dan didikan keluarga di mana mereka lahir dan dibesarkan.

Kata kunci: resepsi, feminisme baru, media online



Abstract

Magdalene.co, an alternative online media portal based on feminism, gender, and pluralism. The articles offered by Magdalene.co tend to often bring up pros and cons. Several texts about feminism that have been uploaded and shared by Magdalene.co through its social media have sparked debate, not only for men but also for women. In the end, the ideas contained in feminism are not fully understood by the audience and tend to be often misunderstood. This study aims to analyze the process of meaning and self-experience of the audience (the readers), on issues around feminism and gender, as well as examine the socio-cultural factors that influence them in interpreting and constructing feminism offered by the text of Magdalene.co. The feminism theory that is used also associated with the framework of reception analysis by Klaus Bruhn Jensen and Ien Ang. Jensen's reception analysis was applied to compare the meaning offered by the Magdalene.co's text with what was received by the readers, while Ien Ang's framework was used to see the new meaning constructed by them. The results of encoding-decoding through the FGD (Focus Group Discussion) process involving four women respondents aged 25-30, showed that the feminism ideas offered by the Magdalene.co's text are accepted as values of gender equality, detrimental patriarchy, and division of roles in the domestic sphere. The four respondents have different meanings influenced by religious, ethnic, and family background factors in which they were born and raised.

Keywords: reception, new feminism, online media