

INTISARI

Penerimaan terhadap suatu media sangat tergantung pada penerimaan audiens, di mana audiens dan media saling memainkan perannya masing-masing yang dinamis. Hubungan timbal balik ini terjadi pada layanan *digital streaming* berbasis *on demand*, yaitu tren mendengarkan audio podcast. Penelitian ini kemudian menjadi menarik karena audiens Podkesmas (Podcast Kesehatan Masyarakat) merupakan audiens media baru. Membahas pengalaman dan fenomena masa remaja mereka di era 90-an, konten Podkesmas seolah memberi kritik mengenai pandangan kultur dominan terhadap perilaku sosial anak muda. Penelitian ini bertujuan untuk menjelaskan penerimaan audiens terhadap isu problematika remaja.

Penelitian ini merupakan penelitian deskriptif kualitatif dengan menggunakan analisis resepsi audiens berdasarkan konsep *encoding/decoding* yang dikemukakan Stuart Hall dan relasi teks yang dikemukakan M.H. Abrams. Penulis menyusun model penelitian berdasarkan kedua teori tersebut yang digunakan untuk mengetahui resepsi audiens terhadap isu problematika remaja. Penelitian ini fokus pada konten Podkesmas di *season 1* (Oktober 2019 – Januari 2020). Adapun enam informan dengan kualifikasi tertentu sebagai representasi pendengar podcast, merupakan pendengar urban yang tersebar di berbagai daerah di Indonesia yakni Jakarta, Jogja, Makassar, dan Bali. Analisis dilakukan dengan memetakan isu-isu besar remaja menjadi lima isu utama antara lain: 1). isu percintaan; 2). isu seksualitas; 3). isu *substance abuse*; 4). isu *bullying*; dan 5). isu konsep diri. Penerimaan informan terhadap isu problematika remaja dalam Podkesmas begitu dinamis, terutama pada isu-isu yang dianggap 'kontroversi' bagi masyarakat Indonesia seperti isu seksualitas dan isu *substance abuse*. Hasil resepsi menunjukkan audiens berada pada ketiga posisi *decoding* yaitu dominan, negosiasi, dan sesekali pada posisi oposisional walaupun tidak ditunjukkan secara ekstrem. Posisi audiens juga tampak berubah-ubah dikarenakan faktor sosio kultural yang mempengaruhi penerimaan mereka.

Penelitian ini menunjukkan bahwa isu problematika remaja dalam Podkesmas telah mengubah pandangan, menguatkan pandangan, memberikan alternatif bagi audiens dalam memandang perilaku sosial remaja. Dalam proses *decoding*-nya, audiens senantiasa mencari titik temu atau mendamaikan antara teks yang mereka maknai, diri mereka sendiri, dan apa yang terjadi di sekitarnya.

Kata kunci: resepsi audiens, podcast, *encoding*, *decoding*, isu remaja, Podkesmas

ABSTRACT

The level of reception of a media is highly dependent on audience acceptance, where the audience and the media play their respective dynamic roles. This reciprocal relationship occurs in on-demand-based digital streaming services, which is the trend of listening to audio podcasts. Following by that trend, this research becomes interesting since the audience of Podkesmas (*Podcast Kesehatan Masyarakat*) is a new media audience. Focusing on discussion regarding the experiences and phenomena of their youth back in the 90s. The content of Podkesmas seemed to give criticism of the dominant culture view of the social behavior of young people. This present study aims to explain the audience's acceptance of adolescent problematic issues.

This research used descriptive qualitative method, using an audience reception analysis, based on the concept of encoding/decoding by Stuart Hall and also M.H. Abrams's text relations model which focuses on the relation within texts. The author compiles a research model primary based on the two theories to determine the audience reception of adolescent problematic issues. This research focuses on Podkesmas content in season 1 (October 2019 - January 2020). The six informants with certain qualifications are chosen as a representation of podcast listeners, they are the urban listeners spread across various regions in Indonesia, namely Jakarta, Jogja, Makassar and Bali. The analysis was collected by mapping the major issues of youth into five main issues including: 1). Romance issues; 2) Sexuality issues; 3). Substance abuse issues; 4). Bullying issue; and 5). Self-concept issues. Informants' acceptance of adolescent problematic issues in Podkesmas is so dynamic, especially on issues that are considered 'controversial' for Indonesian people, such as sexuality and substance abuse issue. The results of the reception show that the audience is in all three decoding positions; namely dominant, negotiating, and occasionally in oppositional position, although it is not shown in an extreme manner. The position of the audience also seems to change due to the socio-cultural factors that affect their acceptance.

This study reveals the issues of adolescent problematic in Podkesmas have changed views, strengthens views, provided an alternative for audiences in viewing adolescent social behavior. In the decoding process, the audience is tend to look for common ground or reconciliation between the texts they mean, themselves, and what is happening around them.

Keywords: audience reception, podcast, encoding, decoding, youth issues, Podkesmas