ABSTRAK

Diskursus mengenai toleransi dalam konteks agama menjadi fenomena yang selalu hadir dalam masyarakat. Isu toleransi ini tak lepas dalam lingkup media sosial. Konten YouTube "Log In" di kanal Deddy Corbuzier mulai ramai diperbincangkan saat bulan Ramadan tahun 2023. *Log in* dalam konotasi terma kekinian mengacu pada saat seseorang beralih atau pindah ke suatu agama. Konten "Log In" bertema agama diisi oleh Habib Jafar sebagai pemuka agama Islam dan Onadio Leonardo (Onad) sebagai penganut Katholik beserta tamu lainnya. Berbeda dengan bentuk konten agama lain, di sini diskusi antar agama dibalut dengan humor atau komedi. Penelitian ini akan meninjau interpretasi audiens dalam memaknai nilai toleransi di konten "Log In". Analisis Resepsi oleh Stuart Hall digunakan untuk menganalisis pemaknaan audienssmelalui konsep *encoding-decoding*. Melalui konsep tersebut audiens akan ditempatkan antara tiga posisi, yaitu *dominant hegemonic, negotiated,* dan *oppotional*. Pengumpulan data dilaksanakan menggunakan wawancara mendalam kepada audiens. Wawancara melibatkan informan berjumlah lima orang dengan kriteria latar belakang agama yang berbeda-beda, berusia 18-25 tahun, dan mahasiswa. Hasilnya, ditemukan bahwa audiens memaknai konten "Log In" memiliki nilai toleransi. Interaksi antara Habib Jafar dan Onad yang berbeda keyakinan mampu menciptakan rasa toleransi tersebut. Meski begitu, terdapat catatan bahwa nilai toleransi di konten "Log In" perlu meniadakan tindakan menekan dan membandingkan agama.

Kata kunci: Analisis resepsi, audiens, toleransi, konten YouTube "Log In"

ABSTRACT

Discourse on tolerance in the context of religion has always been a phenomenon present in society. The issue of tolerance is inseparable within the scope of social media. The YouTube content "Log In" on the channel Deddy Corbuzier began to be widely discussed during the Ramadan of 2023. "Log In" in the connotation of contemporary terms refers to when someone converts or switches to a religion. The "Log In" content with a religious theme is filled by Habib Jafar as a Muslim religious leader and Onadio Leonardo (Onad) as a Catholic along with other guests. Unlike other forms of religious content, here the discussion between religions is wrapped in humor or comedy. This research will review the audience's interpretation in interpreting the value of tolerance in the Log In content. Reception Analysis by Stuart Hall is used to analyze audience interpretation through the concept of encoding-decoding. Through this concept, the audience will be placed between three positions, namely dominant hegemonic, negotiated, and oppositional. Data collection is carried out using in-depth interviews with the audience. The interviews involved five informants with different religious backgrounds, aged 18-25 years, and college students. As a result, it was found that the audience interprets the "Log In" content as having a value of tolerance. The interaction between Habib Jafar and Onad, who have different beliefs, is able to create this sense of tolerance. However, there is a note that the value of tolerance in the "Log In" content needs to eliminate actions that suppress and compare religions.

Keywords: Reception analyses, audience, tolerance, YouTube content "Log In"