

ABSTRAK

Media sosial memainkan peran yang signifikan dalam mengatur standar kecantikan dan citra tubuh, yang mana iklan juga turut berkontribusi besar dalam membentuk persepsi tersebut. Iklan suplemen kesehatan Femmy Fiber yang diunggah pada April 2024 di akun Instagram @femmy.daily telah mejadi perbincangan yang hangat bagi sebagian publik. Fenomena ini menunjukkan bagaimana media sosial dan iklan saling berkelindan dalam menciptakan norma sosial yang menekan individu untuk mencapai standar kecantikan tertentu, dalam hal ini bentuk tubuh. Penelitian ini bertujuan untuk mengeksplorasi proses pemaknaan audiens perempuan terhadap konstruksi citra tubuh di Instagram menggunakan pendekatan analisis resepsi *sense-making methodology* (SMM) Brenda Dervin. Hasil penelitian menunjukkan bahwa proses pemaknaan audiens terhadap citra tubuh dalam iklan ini sangat beragam dan dipengaruhi oleh faktor internal (nilai pribadi, literasi media, pengalaman tubuh) dan faktor eksternal (narasi iklan, visualisasi transformasi tubuh, ekspektasi sosial). Kemudian, proses resepsi menghasilkan kategori hasil berupa *got pictures/ideas/understandings; got started/got motivated; got support/reassurance/confirmation*, yang menunjukkan adanya pergeseran makna dan kesadaran audiens setelah terpapar oleh iklan.

Kata kunci: iklan media sosial, analisis resepsi, *sense-making methodology*, citra tubuh

ABSTRACT

Social media plays a significant role in setting standards of beauty and body image, with advertisements also contributing greatly to shaping these perceptions. The Femmy Fiber health supplement advertisement uploaded in April 2024 on the Instagram account @femmy.daily has become a hot topic of discussion for some members of the public. This phenomenon shows how social media and advertising are intertwined in creating social norms that pressure individuals to achieve certain beauty standards, in this case, body shape. This research aims to explore the female audience's meaning process towards body image construction on Instagram using Brenda Dervin's sense-making methodology (SMM) reception analysis approach. The findings reveal that audiences' meaning-making processes regarding body image in this advertisement are highly diverse and influenced by internal factors (personal values, media literacy, and bodily experiences) as well as external factors (advertising narratives, visual representations of body transformation, and social expectations). Furthermore, the reception process resulted in outcome categories such as got pictures/ideas/understandings; got started/got motivated; and got support/reassurance/confirmation, indicating shifts in meaning and audience awareness after being exposed to the advertisement.

Keywords: *social media advertising, reception analysis, sense-making methodology, body image*