

Penelitian bertujuan untuk memahami proses produksi pesan dan pemaknaan pesan dalam konten “*roasting zodiac*” pada kaum muda pengikut akun TikTok @Guffperdana. Teori *encoding-decoding* berfungsi melihat bagaimana pesan dirancang dan dimaknai audiens secara aktif. Paradigma konstruktivis dipilih karena audiens membentuk makna pesan secara subjektif berdasarkan konteks dan pengalaman pribadi. Pendekatan kualitatif berperan menggali makna dan tafsiran mendalam audiens yang beragam dan polisemik. Analisis resepsi Stuart Hall berfungsi menempatkan audiens sebagai pihak aktif dalam memaknai pesan media. Pengumpulan data dilakukan melalui observasi-dokumentasi untuk menganalisis produksi pesan dan wawancara mendalam semiterstruktur untuk pemaknaan pesan pada lima Informan berusia 21–25 tahun yang aktif menonton dan berinteraksi dengan konten tersebut, disortir sesuai kebutuhan menggunakan *purposive sampling*, serta didukung studi pustaka sebagai referensi teoritis.

Hasil menunjukkan proses komunikasi bersifat polisemik, hasil *encoding* menunjukkan Guff Perdana merancang konten *roasting zodiac* dengan humor sarkastik untuk memicu refleksi diri, diskusi, dan normalisasi stereotip secara ringan. Pemaknaan *decoding*, satu informan bersifat hegemonik-dominan, tiga informan bersifat negosiasi, dan satu informan bersifat oposisi. Hubungan *encoding-decoding*, penyampaian Guff yang sarkastik namun *relateable* dianggap efektif dalam interaksi serta validasi diri melalui diskusi komentar. Temuan mengindikasikan bahwa audiens tidak menerima pesan secara seragam, melainkan membentuk makna berdasarkan pengalaman, nilai, dan latar belakang.

Kata kunci: Analisis resepsi, *encoding-decoding*, hegemoni-dominant, negosiasi, oposisi.

ABSTRACT

The research aims to understand the message production process and message meaning-making in "zodiac roasting" content among young followers of the TikTok account @Guffperdana. The encoding-decoding theory is utilized to examine how the message is designed and actively interpreted by the audience. The constructivist paradigm is chosen because audiences subjectively construct message meaning based on their personal context and experiences. The qualitative approach serves to explore the diverse and polysemic deep meanings and interpretations of the audience. Stuart Hall's reception analysis is applied to position the audience as active agents in making sense of media messages. Data collection was conducted through observation-documentation to analyze message production and semi-structured in-depth interviews for message meaning-making with five informants aged 21–25 years who actively watch and interact with the content, sorted as needed using purposive sampling, and supported by literature studies as theoretical references.

The results indicate that the communication process is polysemic. The encoding result shows that Guff Perdana designs the zodiac roasting content with sarcastic humor to trigger self-reflection, discussion, and lighthearted normalization of stereotypes. Regarding decoding, one informant exhibited a hegemonic-dominant reading, three informants exhibited a negotiated reading, and one informant exhibited an oppositional reading. In the encoding-decoding relationship, Guff's sarcastic yet relatable delivery is considered effective in fostering interaction and self-validation through comment discussions. The findings suggest that the audience does not receive messages uniformly, but rather forms meaning based on their experiences, values, and backgrounds.

Keywords: Reception analysis, encoding-decoding, hegemonic-dominant, negotiation, oppositional.