

INTISARI

Penelitian ini berdasarkan fenomena audiens dalam menerima teks dan melakukan tindakan terkait teks yang dimaknainya. Penulis memilih novel otobiografi *Pengakuan Eks Parasit Lajang* karena merupakan respon Ayu Utami terhadap pembacanya serta menjadi novel otobiografi seksualitas dan spiritualitas pertama di Indonesia. Novel ini menarik karena mengkritik nilai-nilai sosial yang dianggap merugikan perempuan, terutama nilai tentang pernikahan dan keperawanan. Penelitian ini bertujuan untuk menjelaskan penerimaan audiens terhadap isu pernikahan dan keperawanan dan menjelaskan negosiasi yang terjadi antara teks yang diproduksi pembaca dengan teks yang diproduksi Ayu Utami.

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 pernikahan dan keperawanan. Adapun enam informan dengan kualifikasi tertentu sebagai representasi pembaca novel yang tersebar di tiga kota, yaitu Yogyakarta, Makassar, dan Kupang.

Hasil resepsi terhadap isu pernikahan dan keperawanan memposisikan audiens dalam dua kategori yaitu *dominan* dan *negosiasi*. Dalam meresepsi isu pernikahan, pembaca dalam posisi *dominan* membuka diri terhadap definisi hubungan baru dalam pernikahan yang fleksibel dibandingkan model pernikahan tradisional sementara pembaca dalam posisi *negosiasi* memadukan jenis pernikahan tradisional dengan konsep pernikahan yang lebih fleksibel dan setara. Dalam meresepsi isu keperawanan, pembaca dalam posisi *dominan* tidak lagi menganggap bahwa keperawanan adalah tanda atau nilai yang harus dipikul baik oleh perempuan maupun laki-laki sementara pembaca dalam posisi *negosiasi* tetap memegang konsep keperawanan sebagai nilai terkait konteks situasi sosial di dalam masyarakat yang masih memegang nilai tersebut meskipun mereka tidak lagi menganggap keperawanan itu penting.

Penelitian ini menunjukkan bahwa isu pernikahan dan keperawanan dalam novel *Pengakuan* telah mengubah pandangan, menguatkan pandangan, dan memberikan alternatif bagi audiens dalam memandang pernikahan dan keperawanan. Ada pun sikap dominan audiens dalam memaknai novel yaitu 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, novel, encoding, decoding, produksi teks baru, pernikahan, keperawanan, Ayu Utami, pengakuan eks parasit lajang

ABSTRACT

This research are based on the phenomenon in recepting text and performing action that related to the text they signify. The writer selected autobiography novel *Pengakuan Eks Parasit Lajang* due to it became Ayu Utami respond toward her readers and became the first sexuality and spirituality autobiography novel in Indonesia. This novel was interesting because it critizised social values that considered harm women, particularly values on marriage and virginity. This research was purposed to explain the audience reception toward the marriage and virginity issues and to explain negotiation that occured between text produced by the reader and the one that produced by Ayu Utami.

Type of research was qualitative descriptive research by using audience reception analysis based on encoding/decoding concept that suggested by Stuart Hall and text relation that suggested by MH. Abrams. The writer composed the research model based on both theories to find out audience reception toward marriage and virginity issues. There were six informants with certain qualifications were involved as representation of the novel readers and located in three cities, namely Yogyakarta, Makassar, and Kupang.

The result of reception toward marriage and virginity issues placed the audience in two categories, namely dominant and negotiation. In recepting marriage issue, the readers were in dominant position that self open toward the definition of new relation in flexible marriage than the traditional one. Meanwhile, the readers that in negotiation position were combine traditional kind of marriage and flexible and equal concept of marriage. In recepting virginity issue, the readers that in dominant position no longer considered that it was a sign or a value that must be carried by women or men. Meanwhile, those who were in negotiation position remain hold the virginity as a value related to social situation context where they exist that the society were still hold those kind of values even though they no longer considered the virginity was important.

This research showed that marriage and virginity issues in this novel was change the perspective, strengthen the perspective, and give the alternative for audience in considering marriage and virginity. The audience dominant stance in significance the novel was seeking juncture or reconcile between text which were they signify, themselves, and those that happened in their surrounding.

Keywords: audience reception, novel, encoding, decoding, new text production, marriage, virginity, Ayu Utami, pengakuan eks parasit lajang