

**ANALISIS RESEPSI KHALAYAK TERHADAP PEMBERITAAN MEDIA
ONLINE TENTANG GAFATAR
(Studi Khalayak dengan Afiliasi Organisasi Kemasyarakatan Beragam)**

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ABSTRAKSI

Gerakan Fajar Nusantara (Gafatar) muncul sebagai gerakan dengan berbagai kontroversinya. Media, termasuk media online memberitakan tentang Gafatar ini dengan berbagai sudut pandang dan berdasarkan konstruksinya. Khalayak pembaca media online mempunyai berbagai resepsi atas pemberitaan Gafatar. Isu tentang Gafatar secara garis besar terbagi atas 4 sub isu, yaitu tentang ajarannya yang sesat, potensial terorisme, mimpi membangun negeri dan mencampurkan ajaran berbagai agama. Penelitian ini bertujuan untuk melihat resepsi khalayak terhadap pemberitaan media online tentang Gafatar.

Metode penelitian ini adalah metode penelitian kualitatif dengan analisis resepsi yang didasarkan atas model Stuart Hall. Informan diambil dengan teknik purposive sampling berjumlah 6 orang. Informan dipilih berdasarkan afiliasinya dengan organisasi kemasyarakatan yang berideologi Nasionalis dan Agamis, karena isu Gafatar terkait erat dengan isu nasionalis dan agamis. Penelitian difokuskan atas 4 isu Gafatar dengan 4 teks berita yang diambil dari 4 media online yang mempunyai Platform media yang berbeda, yaitu kompas.com, sindonews.com, islamlib.com dan hidayatullah.com.

Hasil penelitian menunjukkan secara keseluruhan (24 pendapat) paling banyak informan yang berposisi sebagai *dominant reading* yaitu 15 pendapat, ada 6 pendapat *negosiated reading* dan ada 3 pendapat yang masuk *oppositional reading*. Perbedaan latar afiliasi organisasi sosial dari informan memberikan perbedaan warna pendapat atas isu-isu yang ada. Namun tidak selamanya individu (informan) dalam mempresepsikan Gafatar tidak dapat merepresentasikan afiliasi organisasi sosialnya.

Kata Kunci: Khalayak/ Audien, Analisis Resepsi, Media Online, Gafatar.

**AUDIENCE RECEPTION ANALYSIS OF REPORTED ONLINE MEDIA
ABOUT GAFATAR
(Study Audience with Affiliate of Community Organizations Diverse)**

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ABSTRACT

Gerakan Fajar Nusantara (Gafatar) emerges as a movements with its controversies. Media, including online media, brought to light Gafatar from various perspective according to its constructs. Audience of online media have a diverse reception of the news about Gafatar. The issue about Gafatar itself divided into four sub issues; about the heretical nature of its teachings, the potential it owns regarding terrorism, the dream of creating a nation, and the mixing of various religion teachings. This research aims to discover the audience's reception towards the online media coverage of Gafatar.

The methods that this research employs is a qualitative one, with reception analysis that based on the Stuart Hall's model. The informant on which the data is gathered chosen based on their affiliation to social organization; which either a nationalistic or religious in nature. This move is executed because Gafatar itself as an issue is tightly intertwined with nationalistic and religious issue. The research was focused on 4 main issue that taken from four different articles, on four different online media; Kompas.com, sindonews.com, islamlib.com, and hidayatullah.com.

The results of this research showed that, in general (24 opinions) the most position the informant are the dominant reading, which consists of 15 opinion, 6 negotiated opinion, and 3 oppositional opinion. The differences in social organization background of informant gave colorful opinion upon existing issues of Gafatar. But it's not an absolute rule that one sees an issue (in this research Gafatar) based on their organizational affiliation.

Keyword: Audience, Reception Analysis, Online Media, Gafatar.