

ABSTRAK

Penelitian ini membahas tentang penerimaan ibu rumah tangga di Surabaya terhadap muatan supranatural dalam sinetron *Jodoh Wasiat Bapak* di ANTV. Peneliti memilih topik ini karena sinetron *Jodoh Wasiat Bapak* beberapa kali mendapat teguran dari Komisi Penyiaran Indonesia (KPI) karena dianggap mengandung konten horor dan supranatural yang menimbulkan kengerian khalayak. Namun meski demikian, tayangan ini mendapat perolehan rating yang tinggi. Maka dari itu, peneliti ingin meneliti tentang bagaimana penerimaan ibu rumah tangga di Surabaya terhadap muatan supranatural dalam sinetron *Jodoh Wasiat Bapak*.

Penelitian ini menggunakan metode *reception analysis*, terutama model *encoding/decoding* milik Stuart Hall dan *in-depth interview* (wawancara mendalam) sebagai teknik pengumpulan data. Menurut *reception analysis*, penerimaan seorang individu bergantung pada latar belakang kebudayaan, keadaan ekonomi dan pengalaman pribadi individu tersebut. Dalam penelitian ini, pengalaman pribadi merupakan latar belakang yang paling berpengaruh.

Penelitian ini menghasilkan penerimaan terhadap muatan supranatural yang mencakup *dominant hegemonic position* dan *oppositional position*. Penerimaan tersebut merupakan penerimaan ibu rumah tangga terhadap muatan horor dan supranatural yang ditampilkan dalam sinetron *Jodoh Wasiat Bapak*

Kata kunci: *reception analysis*, *sinetron*, ibu rumah tangga, penerimaan, *Jodoh Wasiat Bapak*.

ABSTRACT

This study seeks to explore reception of housewives in Surabaya towards supernatural content depicts on Indonesia's television sensation "Jodoh Wasiat Bapak". The researcher chose this topic for the reason that "Jodoh Wasiat Bapak" had several times been reprimanded by the Indonesian Broadcasting Commission (KPI) because it was considered to contain horror and supernatural content which gave rise to the horror of the public. Nonetheless, the show still successfully attracted audience attention. Therefore, this study was conducted to explore audience reception toward supernatural content shown on "Jodoh Wasiat Bapak".

This study uses the method of reception analysis, especially Stuart Hall's encoding/decoding model. Data collecting technique that was used in this study is in-depth interview. According to reception analysis, an individual's reception is heavily affected by their cultural background, socioeconomic status and their personal experience. In this study, personal experience is the most influential background.

This study generates informant's reception toward supernatural content depicted on "Jodoh Wasiat Bapak" which will be categorized into dominant hegemonic position, negotiated position and oppositional position.

Keywords: reception analysis, sinetron, housewives as audience, reception, Jodoh Wasiat Bapak.