

ABSTRAK

Penelitian ini bertujuan untuk memahami dan memaknai khalayak terhadap gaya hidup *clubbing* yang ditampilkan melalui foto dalam akun Instagram @indoclubbing. Alasan peneliti memilih topik ini adalah karena fenomena *clubbing* yang semakin menjamur di Indonesia menjadikan *clubbing* sebagai gaya hidup. Sehingga menjadi menarik untuk mengetahui analisis resepsi khalayak terhadap gaya hidup *clubbing* yang ditampilkan melalui foto dalam akun Instagram @INDOCLUBBING. Perbedaan jenis kelamin, latar belakang pendidikan, sosial ekonomi status (SES) dan aktivitas *clubbing* informan dapat mempengaruhi resepsi mereka.

Penelitian ini menggunakan pendekatan kualitatif dengan metode *reception analysis* dan teknik pengumpulan data berupa *indepth interview*. Penelitian ini didukung oleh teori gaya hidup menurut David Chaney, kemudian teori lain seperti identitas, fotografi dan media sosial. Pada penelitian ini, informan menginterpretasi gaya hidup *clubbing* yang ditampilkan melalui foto dalam akun Instagram @INDOCLUBBING sebagai gaya hidup anak muda dan gaya hidup modern. Hal tersebut ditentukan oleh jawaban dari informan berdasarkan pemilihan foto dan cara berpakaian, yang dinilai sesuai dengan gaya hidup *clubbing* dan gaya hidup modern mereka.

Kata Kunci : Analisis resepsi, gaya hidup, *clubbing*, Instagram

ABSTRACT

This study aims to understand and interpret audiences towards clubbing lifestyles that are displayed through photos on an Instagram account @ indoclubbing. The reason researchers chose this topic is because the phenomenon of clubbing that is increasingly mushrooming in Indonesia makes clubbing a lifestyle. So it is interesting to know the analysis of audience receptions for clubbing lifestyles that are displayed through photos in an Instagram account @ INDOCLUBBING. Differences in gender, educational background, socioeconomic status (SES) and informant clubbing activities can influence their reception.

This research uses a qualitative approach with the reception analysis method and data collection techniques in the form of in-depth interviews. This research was supported by David Chaney's lifestyle theory, then other theories such as identity, photography and social media. In this study, informants interpreted the clubbing lifestyle that was displayed through photos on Instagram accounts @ INDOCLUBBING as a lifestyle for young people and modern lifestyles. This is determined by the answers from the informants based on the selection of photos and how to dress, which are considered to be in accordance with the clubbing lifestyle and their modern lifestyle.

Key Words : Reception analysis, lifestyle, clubbing, Instagram