

ABSTRAK

PENERIMAAN KONTROVERSI PEMAIN FILM *A BUSINESS* *PROPOSAL* VERSI INDONESIA (Analisis Resepsi Pengguna Media Sosial X)

Oleh

RADHEVA AYU STYORINI

Di era *Hallyu wave* saat ini, terdapat banyak film dari Korea Selatan yang diadaptasi seperti *A Business Proposal* versi Indonesia yang ramai dibahas di media sosial X karena kontroversi pemain selama promosi film berlangsung. Hal ini memicu gerakan *cancel culture* oleh masyarakat di media sosial X sehingga masyarakat yang menonton film ini hanya sekitar 28.000 kursi. Penelitian ini merupakan penelitian deskriptif kualitatif menggunakan metode analisis resepsi dengan pendekatan teoritis paradigma kritis dan *cultural studies* dan teori utama encoding dan decoding Stuart Hall. Data primer penelitian ini yaitu wawancara dengan 10 informan yang merupakan pengguna aktif media sosial X, dan data sekunder penelitian ini yaitu dokumentasi opini di media sosial X. Hasil penelitian menunjukkan bahwa masing-masing informan memiliki pemahaman yang beragam dikarenakan latar belakang yang berbeda-beda sehingga dapat memengaruhi decoding terhadap kontroversi pemain film ini. Hasil resepsi mayoritas informan memaknai dengan oposisi yaitu menolak sikap arogan, kurangnya mempelajari karya orisinal yang akan diadaptasi, sedangkan negosiasi dan dominan terdapat pada kontroversi "fans rasis" dan "membuat karakter sendiri". Relasi kuasa pada fenomena ini dapat terlihat di wacana masyarakat media sosial X dan respon defensif dari rumah produksi.

Kata Kunci : Analisis Resepsi, Kontroversi Pemain Film, Media Sosial X, Teori Encoding dan Decoding

ABSTRACT

RECEPTION OF THE CONTROVERSY SURROUNDING THE CAST OF THE INDONESIAN VERSION OF A BUSINESS PROPOSAL

(Reception Analysis of Social Media X Users)

By

RADHEVA AYU STYORINI

In the current era of the Hallyu wave, there are many South Korean films that have been adapted, such as the Indonesian version of A Business Proposal, which has been widely discussed on X due to a controversy involving the cast during the film's promotional campaign. This sparked a cancel culture movement among users on X, resulting in only about 28,000 people attending screenings of the film. This study is a qualitative descriptive study using reception analysis with a theoretical approach based on the critical paradigm and cultural studies, as well as Stuart Hall's main theories of encoding and decoding. The primary data for this study consists of interviews with 10 informants who are active users of the social media platform X, while the secondary data consists of documentation of opinions on the platform. The results indicate that each informant possesses diverse understandings due to their varying backgrounds, which can influence their decoding of the controversies surrounding the film's cast. The majority of informants interpreted the reception through opposition rejecting arrogant attitudes and a lack of study of the original work to be adapted while negotiation and dominance were evident in the controversies surrounding "racist fans" and "creating their own characters." Power relations in this phenomenon are visible in the discourse on social media platform X and the defensive responses from the production house.

Keywords: Reception Analysis, Film Cast Controversy, Social Media X, ,
Encoding and Decoding Theory