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Pemaknaan khalayak terhadap transparansi pemerintah daerah pada media sosial analisis resepsi khalayak terhadap transparansi pemerintah provinsi dki jakarta pada media sosial youtube = Meanings audiences about local government transparency in social media analysis of audience reception against transparency jakarta provincial government through social media youtube

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Abstrak

[ABSTRAK
Penelitian ini bertujuan untuk melihat bagaimana khalayak memaknai transparansi Pemerintah Provinsi DKI Jakarta pada media sosial YouTube. Pemaknaan disini dilihat apakah khalayak memaknai sebuah informasi yang disampaikan melalui media sosial YouTube dengan karateristik dimana informasi yang disampaikan bebas tanpa harus melalui suatu Gatekeeper dimaknai sama antara pembuat atau pemilik informasi dengan penerima informasi sebagai bentuk transparansi pemerintah daerah. Informasi yang dimaksud adalah tiga video milik Pemerintah Provinsi DKI Jakarta yang diunggah pada media sosial YoTube yang dipilih oleh peneliti menjadi objek penelitian dengan berbagai alasan tertentu. Penelitian mengacu kepada teori televisual Stuart Hall dengan menggunakan reception analysis yangmemfokuskan pada pengalaman subjektif sebagai khalayak aktif (meaning-contruction) memahami suatu fenomena serta bagaimana makna diciptakan melalui pengalaman tersebut. Mengacu pada studi pemaknaan penelitian ini mengacu pada tiga hipotesis dimana khalayak terbagi menjadi tiga posisi pemaknaan, yaitu dominan-hegemonik, negosiasi, dan oposisi
Penelitian menggunakan pendekatan kualitatif dengan wawancara mendalam sebagai metode untuk mencari data primer. Metode penelitian yang digunakan yaitu studi kasus (single case, single level).Pemilihan informan dilakukan secara purposive samplingdengan mempertimbangkan variasi berdasarkan latar belakang konteks sosial budaya informan. Hasil penelitian menunjukkan bahwa ada pemaknaan beragam karena berbagai macam faktor, salah satunya adalah faktor pengalaman dan pengetahuan informan. Penelitian ini juga menggunakan pendekatan interpretive communities, dimanakhalayak sebagai anggota atau bagian dari komunitas tertentu sebagai pemberi makna dipengaruhi oleh lingkungan sosial dan budaya serta adanya pembagian pengalaman-pengalaman diantara anggota komunitas.
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ABSTRACT
This study aimed to see how audiences interpret the transparency of the Government of Jakarta on social media YouTube. Meanings here seen whether the audience to interpret an information delivered through social media YouTube with characteristics which are delivered free information without having to go through a Gatekeeper interpreted equally between the author or owner of the information with the recipient information as a form of local government transparency. The information that mean is three videos belong to the Government of Jakarta are uploaded to social media YoTube chosen by the researcher becomes the object of research with a variety of reasons. The study refers to the theory of Stuart Hall televisual using the reception analysis that focuses on the subjective experience as an active audience (meaning-contruction)

understand a phenomenon and how meaning is created through the experience. Referring to the study of the meaning of this study refers to the three hypotheses in which the audience is divided into three positions of meaning, which is the dominant-hegemonic, negotiation, and opposition.
The study used a qualitative approach with in-depth interviews as a method to locate the primary data. The method used is a case study (single case, single level). Selection of informants is purposive sampling by considering variations based on the cultural background of the social context of informants. The results showed that there is meaning vary due to various factors, one of which is a factor of experience and knowledge of the informant. This study also uses the interpretive communitiesto approach, to which the audience as a member or part of a particular community as a giver of meaning is affected by social and cultural environment as well as the sharing of experiences among members of the community., This study aimed to see how audiences interpret the transparency of the Government of Jakarta on social media YouTube. Meanings here seen whether the audience to interpret an information delivered through social media YouTube with characteristics which are delivered free information without having to go through a Gatekeeper interpreted equally between the author or owner of the information with the recipient information as a form of local government transparency. The information that mean is three videos belong to the Government of Jakarta are uploaded to social media YoTube chosen by the researcher becomes the object of research with a variety of reasons. The study refers to the theory of Stuart Hall televisual using the reception analysis that focuses on the subjective experience as an active audience (meaning-contruction)
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