

## ABSTRAK

Rasisme di Indonesia sering kali muncul pada permasalahan yang bersinggungan dengan rakyat Papua, salah satunya adalah kasus pengepungan asrama Papua di Surabaya. Kasus tersebut memunculkan aksi protes dari rakyat Papua atas tindakan serta ucapan rasisme yang muncul saat kejadian. Dalam aksi tersebut, para demonstran justru ditangkap dan dijadikan tahanan politik lewat tuduhan makar. Dalam prosesnya, para tahanan terlihat diperlakukan secara diskriminatif hingga menimbulkan indikasi tindakan rasisme. Sebagai suatu permasalahan, tentu hal ini tidak lepas dari pemberitaan media, salah satunya Tirto.id, media online yang dikenal lewat jurnalisme presisi yang dianutnya. Penelitian ini bertujuan untuk mendeskripsikan bagaimana khalayak memaknai pesan dalam pemberitaan tahanan politik Papua di situs Tirto.id. Khalayak diyakini bukanlah sebuah benda mati. Mereka secara aktif memaknai pesan media berdasarkan latar belakang masing-masing. Penelitian dianalisis menggunakan teori resepsi *encoding-decoding* Stuart Hall, dengan jenis penelitian kualitatif yang datanya dikumpulkan lewat wawancara kepada lima informan dengan latar belakang yang berbeda. Hasil penelitian menunjukkan posisi pemaknaan yang berbeda-beda. Tiga orang menempati posisi *dominant reading*, satu orang menempati posisi *negotiated reading*, satu orang menempati posisi *oppositional reading*. Selain itu, ditemukan pula beberapa faktor yang mempengaruhi perbedaan pemaknaan, hal tersebut adalah latar belakang pendidikan, pengalaman sosial budaya, serta kebiasaan bermedia khalayak.

Kata kunci: analisis resepsi, media online, rasisme, tirto.id

## **ABSTRACT**

*Racism in Indonesia often arises on issues that intersect with the Papuan people, one of the cases is the siege of the Papuan dormitories in Surabaya. This case led to protests from the Papuan people over acts and statements of racism that emerged at the time of the incident. During this action, demonstrators were actually arrested and made political prisoners on charges of treason. In the process, detainees were seen to be treated in a discriminatory manner, giving rise to indications acts of racism. As a problem, of course this cannot be separated from media coverage, one of which is Tirto.id, an online media known for its precision journalism. This study aims to describe how the public interprets the message in the news of Papuan political prisoners on the Tirto.id website. The audience is believed not to be an inanimate object. They actively interpret media messages based on their respective backgrounds. The research was analyzed using Stuart Hall's encoding-decoding reception theory, with this type of qualitative research where data was collected through interviews with five informants with different backgrounds. The result of the research shows that the position of the meaning is different. Three people occupied the dominant reading position, one person took the negotiated reading position, one person took the oppositional reading position. Apart from that, several factors were also found that influence the difference in meaning, these are educational background, socio-cultural experience, and media habits of the audience.*

*Keywords: reception analysis, online media, racism, tirto.id*