

ABSTRACT

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Reception Analysis of Instagram Followers of @babeheji Regarding Father-Child Parenting Style

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(xii + 98 + Appendices)*

This study aims to describe audience reception of the parenting content #GabolehLagiFatherless produced by the Instagram account @babeheji, by employing Stuart Hall's Reception Theory. The focus lies in understanding how followers interpret the message regarding the father's role in parenting through the three reading positions: dominant-hegemonic, negotiated, and oppositional. The findings reveal that the majority of audiences are positioned within the dominant-hegemonic reading, indicating that the encoded message is largely accepted in its entirety and perceived positively. This highlights the effectiveness of the encoding strategy in aligning meaning between the content creator and the audience. A smaller portion of audiences fall into the negotiated reading, selectively interpreting the message according to their personal contexts, yet still acknowledging the importance of the father's involvement in family life. Notably, no audience members were identified in the oppositional reading position, reflecting minimal resistance to the intended message. Audience trust is strongly influenced by the account's credibility, the relevance of the content to personal experiences, and the inspirational and communicative delivery of the message. The competence of @babeheji is evident in its compelling narratives and engaging visualizations, which foster emotional connection with followers. Video media is considered effective in evoking emotional engagement, although some respondents suggested strengthening the message through additional interactive platforms such as discussion forums. Overall, this study underscores that the synergy between relevant messages, credible delivery, and visual strategies framed by Reception Theory can enhance public awareness of the father's role in parenting while allowing space for contextual interpretation in the digital era.

Bibliography (2012 -2024)