Perceptions and Interpretations of Teen Readers on News of Sexual Violence in Online Media Portals

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Abstract
This study in general aims to find out how is the teenagers perception of online portals regarding sexual violence news, and specifically to find out further how is the interpretation of meaning is formed viewed from the existing social construction. Using the case study method and Theory of Reception Analysis from Stuart Hall to examine the context of the unique phenomenon of this problem. The subjects of this study were teenager students at PKBM Harapan Bunda Jakarta. From the finding of research, it is shown that most young readers take the position of negotiated reading in perceiving and interpreting the news of sexual violence in online news portals. It is hoped that this research will be able to find strategic patterns from reporting on sexual violence on online portals that can provide information, education on the problem of sexual violence in educational institutions and can find causes and solutions to prevent and overcome them.

Keywords: news of sexual violence, educational institutions, perception, teenager readers, online portal

INTRODUCTION

The rise of news about sexual violence that occurs in educational institutions is very concerning. This incident of sexual violence does not only occur in public educational institutions but also in Islamic educational institutions such as Islamic boarding schools. On the other hand, cases of sexual violence in the educational environment still occur. During the period January – June 2021, there were 31 cases. The news about sexual violence is quite sensitive because it concerns the good name of the educational institution where the incident occurred. Likewise in the news, as if like an iceberg phenomenon where sometimes arise and sometimes sink. Permendikbud No. 30 of 2021 concerning the Prevention and Handling of Sexual Violence in the Campus Environment, abbreviated as PPKS, aims to protect campus residents from sexual violence. However, this Ministerial Regulation also raises pros and cons related to the phrase in the Candy which reads "except with the consent of both parties" This phrase is considered to open up opportunities for campus people to have free sex. (Harian.SIB.com, 22 November 2021).

During the pandemic, there were 22 cases of sexual violence against women and children. Especially in the educational environment there are several cases of sexual violence that occur such as those that occurred in Surabaya, Palembang, Riau, Kediri, Seram Island Maluku, Jakarta. And what happened in Bandung with the victims of around 21 students. Some perpetrators of sexual violence have been reported and have undergone legal proceedings.

Komnas Woman reported that pesantren and campuses had the most Receivea complaint about violence sexual. Kriminolog from the University of Indonesia, Haniva Hasna, stated that it was wrong on The cause of sexual violence in educational institutions is a culture of being too submissive and obedient towards Relasi power up as a son educate that Under the power of an institution plays a role in a powerless position against more powerful parties such as leaders, bishops, teachers and lecturers. (Journal Coverage 6).

Reporting on sexual violence cases is a sensitive issue. Sexual violence is defined as degrading human acts that cause misery or cause physical, sexual and suffering to the victim. Psychological. Contrary to the suffering experienced by victims, many cases of sexual
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Violence are not reported on the grounds of guarding name good such educational institutions. (DW.com, November 1, 2021)

Media as institution The agent of change performs its function as Media of Enlightenment The community in this case acts as an educational media, information media as well as entertainment media (Bungin, 2007). In carrying out its function as Information media, mass media and also digital media when. This is sometimes too experiencing a dilemma in reporting sexual violence cases occur, because ikaun balanced In its reporting it can be stated as Gender-biased news is news that favors more gender rule (male male).

Mc Luhan deep Bungin, 2007 states that "the medium is the message" what is said depends on what the medium is. Through news, messages hit audiences all the time. Psychologically, the audience is "forced" to accept the news it receives. The media uses its agenda to determine what is and is not worth reading by the audience.

The shift of print mass media (newspapers, magazines) to digital media (news websites, online portals) also shifts news techniques. The nature of online portals is more interactive where readers can comment on the article. Here the audience is not "forced" to accept the news as it is but can be free in perceiving and interpreting the content of the news.

Researchers are interested in researching the reception of adolescent readers to online portal news about sexual violence in educational institutions because of the rampant incidence of sexual violence in educational institutions recently reported by online portals. Researchers want to know how the perceptions and interpretations of adolescent readers towards the news of sexual violence and how the interpretation of the meaning formed is viewed from existing social constructions.

Audience Studies

Audience can be interpreted as the listener, reader, audience or recipient of the message. The study of audiences tries to explain how audiences receive, hear and respond to a text. (Nasrullah, 2019).

Audiences are always evolving as technology advances. Starting from writing technology that makes there is a reader audience, radio electronic technology with its audience of listeners, audio-visual technology with audience viewers and now the emergence of digital / internet technology with netizen audiences. With the development of this technology, audiences that were originally passive are now turning into active audiences.

With this change in the nature of the audience from passive to active, how the audience thinks, receives, interprets and responds to the message differs depending on individual characteristics and economic, social and cultural backgrounds.

Online News Media

The development of digital technology today also affects the development of mass media. Newspapers that were originally in print form began to be produced in digital form. In addition to following technological developments, the choice of news media in digital form is taken with the calculation of lower production costs (without paper), more efficient and also a larger number of readers.

Online urnalism in Indonesia began in 1996 with Tempo magazine in online form, followed by Detik.com in 1998 as the first online news portal. The growth of online media makes print media competitive so that it develops itself by creating online news portals such as Kompas Cyber, Media Indonesia, Republika online and also emerging new online media portals such as OkeZone.com, VivaNews.com, IDN News, TribunNews and others. (Nasrullah, 2016) categorizes the characteristics of online media there are 15, namely: Capacity.broad page, Complete information, Can be responded, Can edited/ clarified, Publication at any time, News is not stale (can be read anytime), Quick access, Wide reach, Actual news (latest), News can be updated, Interactive, Stored, Interconnected, Multimedia Content (Audiovisual), Link / backlink (Link). When viewed from the advantages of technology, it is clear that digital / online media has more advantages than traditional print media. However, if examined from the role of the media as an agent of change, especially its role as an educational media, it can be seen that for about 25 years of
online portal media, most online portals seem to have decreased quality in fundamental terms such as:
- Disproportionate/balanced in the news
- In describing reality, more in favor of the powerful -Less enlightenment / education to the community
- More concerned with the profit / drain of readers with sensational news
- Focus more on the construction of the occurrence of an event instead of looking for the cause/solution.

Of course, not all online digital media experience this. There are still online digital media that maintain idealism, professionalism and journalistic ethics such as Kompas, Republika, Media Indonesia etc.

The pandemic that has hit the world has also affected all sectors of the economy, including newspapers. To pay so many employees, the editorial board must rack their brains how to keep the media running in the sense of staying read and getting a lot of readers. Some online portals change strategies by presenting news not what readers need but news that readers want, such as presenting news that is entertainment, events that are hot, sensational or controversial.

Media Message Reception Theory

Audience Theory/Reception Theory proposed by Stuart Hall is a theory that emphasizes the role of the reader/audience in receiving the message, not on the role of the sender of the message. The meaning of the message depends on the cultural background and life experience of the audience itself. This shows that meaning in a text is not attached to the text but is formed in the relationship between the text and the reader. Here, the process of communication Encoding/Relaying messages and decoding/interpreting messages take place more complexly. The audience not only receives the message, but can also reproduce the message conveyed. (Hall in Griffin).

In the process of decoding (interpreting/encoding behind) a media message will occur 3 positions, namely:
1. Dominant hegemonic position
   This position occurs when individuals interpret a connoted message where each individual acts on a code/message that matches what is perceived and that code dominates the code/message of another message.
2. Negotiated position: This position occurs when the individual has received the dominant message ideology and will then act to act on it with a few exceptions.
3. Oppositional position: This position occurs when the individual receives and understands the message given but the individual encodes it in contrast. This position occurs when critical thinking individuals reject the message conveyed and choose to interpret it themselves.

Research on the reception of media messages has been widely researched including conducted by Suraya, Trianto and Ambo Asse in the journal Communication Vision: Audience reception on Ganjar Pranowo's Personal Branding on YouTube Ganjar Pranowo with the results of research that broadly accepted Ganjar Pranowo's Personal Branding as a governor of Central Java where nine respondents occupied a dominant hegemonic position and one respondent occupied a negotiated position and none respondents in oppositional positions. (Suraya et al, 2022)

While Fauzi, Fasta, Nathan and Jeong in the international journal Aspiration examined Modern Muslim women in Media: A reception analysis in "Saliha" program on Net TV, the results showed that the change in views about Muslim women which is depicted on television where this view enriches the ongoing mediation of modern Muslims, especially Muslim women (Fasta et al, 2020)

Reporting on Sexual Violence in the Media

The World Health Organization (WHO) provides the scope of sexual violence, namely all kinds of behaviors that connote or lead to sexual things that are done unilaterally and not expected by the targeted person so as to cause negative reactions.
such as shame, offense, anger, hatred and so on in individuals who are victims of the abuse. The problem of sexual violence is a human rights issue as well as a mental health problem of society that has long-term and short-term consequences on women's physical, mental, sexual and reproductive health.

This sexual violence can occur anywhere, including in educational institutions both from primary, secondary to higher education levels. Even in faith-based educational institutions such as pesantren and boarding houses. A very shocking case occurred at the Antapani Boarding House, Cibiru Bandung where 21 female students were impregnated and gave birth to children. It turned out that this case only appeared to the public after the case went to court. This is, of course, very concerning.

One of the efforts made by the government is to draft the Law on the Protection of Women against Sexual Violence (UU PPTKS) and the Regulation of the Ministry of Education and Culture on the prevention and handling of sexual violence in universities. Both of these regulations still reap pros and cons regarding the existence of phrases in this regulation that have multiple interpretations. In the midst of this dilemma, news about sexual violence is increasingly rife in the mass media, both television, newspapers and online portals.

News about sexual violence is quite sensitive news in the sense that many must be considered in writing the news such as not vulgar, not gender biased and providing education and solutions for readers.

In terms of news content about sexual violence, there is still less balanced news, highlighting the background of the victim, providing moral judgment that blames the victim more than law enforcement for perpetrators of sexual violence (Aristi et al, 2021) Although globally, there is an increase in the quality of the media in reporting sexual violence no longer cornering or blaming victims of violence, media coverage in Indonesia regarding sexual violence / rape still places women victims of violence as parties who contribute to the occurrence of the incident This is inseparable from the patriarchal culture in Indonesia which places women in a weak position only as complements to men. On the other hand, there are encouraging developments where several media such as Parapuan, Tirto.id etc. are offering new perspectives related to women and educating the public about the struggle to stop sexual violence towards women (Rahayu and Agustin, 2019)

The variety of online media reporting models on sexual violence against women certainly also provides diverse perceptions and interpretations from readers. Here there is a shift between the power of mass media and the power of the reading audience. In this case the strength of the reader audience is influenced by the ideological, socioeconomic and cultural factors of the reader himself. Especially the audience of teenage readers, perceptions and interpretations of media messages are still influenced by characteristic Psychologically immature in his thinking and life experiences.

Based on the explanation above, researchers want to know more about:

a) How adolescent readers perceive and interpret online portal news about sexual violence in educational institutions

b) What position of reception / reception does adolescent readers give to online portal news about sexual violence in educational institutions

c) How the interpretation given to the online portal news message is viewed from social, economic and cultural backgrounds.

METHOD

Researchers used a method of analyzing reception from adolescent readers representing age groups who are still unstable in receiving media messages, sexual violence news is sensitive news while online portals are a form of new media that is more interactive than traditional newspapers.
To obtain data on perceptions formed from adolescent readers, a study was conducted on 6 high school students at PKBM Harapan Bunda, a Community-based Learning Activity Center which selected high school students with consideration of representing a community group of readers who are quite critical and familiar with digital / online media.

In research Various data sources are used, namely: from observations, interviews and documentation. The primary data is in the form of interviews about the process of perceptions and interpretations of adolescent readers regarding news about sexual violence on online portals, where interviews are conducted directly when the teenager reads the news of sexual violence.

Secondary data is in the form of documentation of news screenshots on online portals about sexual violence in educational institutions. In terms of perception and interpretation of online portal news about sexual violence news in educational institutions, researchers analyzed data obtained from observations about thoughts on news content, perceptions about news content, preferences formed, and interpretations given.

From the results of observations and interviews, researchers interpret the data by looking for / formulating theories to explain the results of the study. Also explain the findings of data with the context that exists in society in terms of socioeconomic, socio-cultural and other conditions that background the phenomenon.

RESULTS AND DISCUSSION

Result

Perceptions of Teenage Readers
Perception is the attention and expectation of the content of the news it receives includes visual, textual and contextual perception. Teenagers will pay attention to images that attract their attention, titles and storylines that invite curiosity and selection of controversial topics.

Interpretation of Adolescent Readers
Interpretation is a conclusion to the content of news received including visual, textual and contextual interpretation. Teenagers more easily understand the content of the news through interesting pictures, language that is understood and straightforward news content.

Images that illustrate the content of the news, common language and straightforward news context answering 5 W 1 H (What, Who, Where, When, Why, How) make the news easier to understand.

The Process of Encoding News
Encoding is the process of analyzing a media content based on the socio-political context at the time the message is produced. Covers the production stage (Production), the stage of delivering messages (Circulation), the stage of consumption and understanding message (Consumption and Understanding) and message reproduction stage (Reproduction).

The message production stage is the stage where the sender of the message in this case the online portal plans, chooses ideas / values, and determines what phenomena will be reported. At this stage it is influenced by internal factors and external factors. Internal factors are the producer's point of view (online portal) in seeing social phenomena with infrastructure facilities (visual, textual and contextual) that help in forming the expected image / image. In this case, how online portals convey the dominant ideology in reporting on sexual violence.

Teenage readers consider that online portals are essentially the same as ordinary newspapers only in digital form and the difference is that the content of the news is more controversial, dramatizing and less deep provide education and solutions.
The stage of message reproduction (Reproduction) is how the audience of teenage readers encodes behind the message and interprets it according to their beliefs, experiences and backgrounds. In interpreting sexual violence news, teenage readers disagree with these acts and rather expect that perpetrators dare to report incidents of sexual violence to the authorities so that they can be processed legally.

**Teen Reader Decoding Process**

Decoding is the process of interpreting a media content. At this stage there are 3 positions, namely: Dominant hegemonic position, negotiated position and oppositional position. (Hall in Griffin, 2018)

1. Dominant hegemonic position is the position of the reader in line with the creator of the message, namely the online news portal
2. Negotiated position i.e. receiving the message but the action is adjusted to the position and circumstances of the reader.
3. Oppositional position is not in line with the meaning given by the creator of the message but makes its own alternatives in interpreting the message

Teenage readers take the position of negotiated reading because they do not fully accept the content of the news and also do not completely reject the content of the news with several conditions / conditions, namely the title considers the perception of acceptance from readers and news content should provide more solutions to this problem of sexual violence.

**Discussion**

Reception theory in research used to study how perception and teenage readers' interpretation of sexual assault news on online portals. Deep This online portal is assumed to provide experience to teenage readers as a decoder / encoder behind interpreting sexual violence news encoded by online portals. Good Online portal as an encoder and Teenage Readers as Decoders Interpret news Sexual violence is influenced by each other's experiences. To see the position of teenage readers as decoders in encoding behind the news violence sexual on online portals is encoded with meaning that Dominant Hegemonic, negotiated or rejected equal very (oppositional). Teenage readers' perceptions and interpretations of one news get BersifaNeither dominant, opposition nor negotiation Producer (online news portal) can determine a reader's perception. Likewise, a reader's perception of a news will change and develop over time and experience.

Teenage readers pay more attention to interesting images, titles and selection of topics that invite curiosity to read. Interpretation / understanding of news content, teenage readers better understand the news where visual illustrations are in accordance with the content of the news and language that is easy to understand.

The dominant ideology of online portals of teenage readers states that the reporting of online portals is more sensational when compared to ordinary newspapers. The packaging of the presentation of the online portal is said by teenage readers to be quite helpful in understanding the content of news about sexual violence, but there is still unclear information such as whether the news is valid or not, whether the victims of sexual violence are male or female. Teenage readers are quite empathetic towards victims of sexual violence while understanding the content of the news according to the background and experience of teenagers their age. In interpreting media content, adolescent readers take a negotiated
position, namely receiving messages from news content but with conditions that which
the news does not too vulgar and still consider the educational side of the media.

Reporting on sexual violence in online portal media still focuses on perpetrators
and the events have not focused on efforts to overcome or prevent sexual violence in
society.

In general, each media carries the dominant media ideology through images,
concepts and agreements which present, translate, and understand aspects that exist in
society (Hall in Griffin, 2018)

In Cultural Studies (CulturalL study) Stuart Hall seeks to empower the voices
of those through the media. Where the media today still sides with the dominant in
power. The media produces more news content that is a realistic mutual consent
(consent) than a collective agreement (consensus) that is idealistic (Hall in Grifin,
2018). The function of the media in this case is to convince readers that readers have the
same views as the more dominant party ( powerful) . When it comes to sexual violence,
the dominant party is patriarchal culture.

While in terms of readers, there are three positions in translating / interpreting
media messages, namely:
1. The dominant reading position is that readers accept and agree with the ideas given
by the content of the news.
2. The negotiated reading position is that the reader accepts ideas from the news in
general, but resists their application in some specific cases.
3. The oppositional reading position is that readers see a bias of partiality towards
certain parties and reject the content of the news.

Both positions (Negotiated and Oppositional) reflect that the adolescent reader
is no longer as an immature party of thought but as a critical and idealistic party in
understanding and translating problems that occur in society.

From the results of the documentation, namely sexual violence news from online portals
that adolescent readers choose to read, it can be seen that the distribution is evenly
distributed in the sense that every online portal news gets the same attention to read.
There is no news that is more dominant or less dominant.

In terms of news selection, it depends on the background of adolescent readers,
namely what things attract their attention, as well as when adolescents interpret and
interpret the content of sexual violence news messages from online portals they read.

Reception theory examines how the audience experiences when reading a news
story or watching a show. Audiences / readers will conclude for themselves their
meaning of the text / impressions / posts. The meaning / decoding given is not always in
line with the message (Encoding) given by the media. The meaning will depend on the
social context of the audience in this case is age, gender, religion, ethnicity / race,
education and socioeconomic circumstances. This is consistent with the theory of
Melfin De Fleur and Sandra Ball Rokeach that audiences’ actions towards the media
depend on individual differences, social categories and their social relationships within
society. (Fleur and Rokeach in Foss, 2016).

CONCLUSION

When reading a sexual violence news on an online portal, adolescent readers
will receive information about how the incident occurred (Perception), then adolescents
try to understand and conclude the content of the news (Interpretation) with the help of
packaging the presentation of news both visually, textually and contextually. The next
stage is to analyze (encoding) the content of sexual violence news in terms of
perpetrators, victims, scene, time, causes and how the sexual violence occurred. The last
stage is to interpret (decoding) the content of the news. At this stage the meaning is
sometimes not always in line with the purpose of the message given by the media, in
In this case the position taken, namely Negotiated learning is influenced by age, gender, religion, ethnicity / race, education and family socioeconomic factors.

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