

AUDIENCE RECEPTION ANALYSIS OF THE MEANING OF BODY POSITIVITY IN @MICELLAHALIM'S INSTAGRAM STORY

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ABSTRACT

The Instagram story uploaded by the @Micellehalim account on July 10, 2021, was met with controversy, because the upload criticized the new Victoria's Secret Angels campaign, which held the "Plus Sized Models" campaign on its runway. Unlike the runway models in previous years who were always tall, skinny and slim. By uploading Michelle Halim's content regarding body positivity, there are pros and cons regarding the meaning conveyed by Michelle Halim. The purpose of this study is to find out how audiences from different backgrounds interpret messages in the form of text content delivered by Michelle Halim regarding body positivity. The author uses a qualitative approach to find out how the audience interprets the body positivity view presented by Michelle Halim, using interviews and documentation methods. The theory used in this study is the theory of meaning from Stuart Hall which is divided into three positions, namely dominant, neutral and oppositional. The results of this study concluded that the four informants interpreted the body positivity message conveyed by Michelle Halim through the uploaded content of her Instagram story text with different meanings for each concept issue described.

Keywords: Audience meaning theory, body positivity, effects of mass communication, Instagram, prescription analysis

1. PREFACE

As social beings, humans in everyday life never escape the interaction between one individual and another, as well as between one group and another. In carrying out human interaction, there is always a way of communicating according to the required needs. One of the most frequently used communication concepts in today's generation is social media online. Online media is a message delivery platform that is carried out with an individual or group on a small or large scale, online social media users can facilitate the dissemination of information and knowledge quickly.

According to Radusyawati Budi, communication is a process that occurs in a series of events or an action that is related within a certain period of time, in the communication process it has a deliberate effort and also has a purpose, that goal is a message that is conveyed through the process of communicating, with once communication demands a participation between one individual and another by collaborating between communicators involved in communication activities will take place well and according to plan, work together in paying attention to certain topics, so it can be said that communication is transactional, with the existence of participation and cooperation, meaning that communication is carried out through two actions, namely giving and receiving in a balanced manner, and with the development of the era of communication can also penetrate the factors of space and time, with the development of technology that increasingly advanced, meaning that communication does not have to be done by the perpetrator directly, but can also be done online assisted by adequate communication technology such as telephone and internet, therefore the space and time factor is no longer an obstacle in communicating [1].

In the current era of the industrial revolution 4.0, which is commonly referred to as the digital era, people are starting to actively use internet media to carry out daily activities. The daily activities in question are such as, watching short news via Instagram, bringing news to important articles about work or national news that is currently being discussed in the community. The development of technology and information and the reach of the internet that occurs in the community makes the circulation of information or news can spread quickly and widely, that's why it was said earlier that online media is able to convey information very quickly. One of the mass communication media that is able to reach very quickly is by using online mass media. Online mass media is media whose utilization can be used through devices or internet access.

Social media users can be categorized into four categories, in each category showing the roles that users choose when they process and enjoy social media, namely as: viewers (watchers), sharers (sharers), commentators (commenters), and producers (producers) (Morison, 2014). With such a concept, of course there are disseminators of news or information as well as audiences to individuals who participate in providing comments on an issue or problem in the media [2]. The Instagram story uploaded by the @Micellehalim account on July 10, 2021, was met with controversy, due to his upload criticizing the new Victoria's Secret Angels campaign which held the "Plus Sized Model" campaign on its runway. Unlike the runway models in previous years who were always tall, skinny and slim, according to the @Micellehalim account, the campaign held by Victoria's Angel was very inappropriate. In that upload, followers of the @Micellehalim account and feminist accounts, or those who educate about mental health, criticize the opinion of those who are related, namely @Micellehalim. This body positivity phenomenon is still ambiguous among the public, especially women on Instagram social media, most of whom say that there is a thin understanding between body positivity that can turn into toxic positivity, and this is what @Micellehalim put forward.

There are arguments presented by Michelle Halim regarding the shift in the image of the Victoria's Angels model which is considered not to present an appropriate beauty standard, causing the phenomenon of pros and cons. Plus size models are considered not in accordance with the criteria that have been formed so far in the fashion world and also models, especially in Victoria's Secret Angels. The phenomenon of pros and cons for the audience of Instagram users regarding Michelle Halim's criticism reaped so many comments ranging from pro, neutral and also opposition. There is a shift in beauty standards that Michelle Halim considers to have drastically changed making this social issue important, the meaning of beauty standards or affirmations related to the phenomenon of body positivity is still often misinterpreted by some people, it can be said like that by looking at how people judge and interpret the criticisms delivered by Michelle Halim with different meanings.

People interpret each message conveyed through social media platforms differently. With the scope of information and data that can be spread widely, messages can be captured by so many audiences with different backgrounds, ranging from views of life, certain goals and also according to the individual needs themselves. The debate over the discussion of the meaning of body positivity presented by Michelle Halim has its own controversy which is divided into pros and cons, from the difference in responses, researchers want to analyze using the theory of meaning or can be called the Stuart Hall Reception Analyst.

According to McQuail [3], the concept of audience is said to be a concept of "receiver" where the concept of audience is formed in a group of listeners or individuals who watch or receive a message conveyed by the media and have receptive but relatively passive attention and is public.

Audience is the most important element in the communication process, in addition to communication that requires a two-way process or more, with the presence of an audience, any information or message conveyed in the media will have clear goals and directions because they want to reach the target audience. Audience is a component that will receive a message, with the presence of an audience, the communication process is able to generate benefits and also the development of knowledge on certain topics. The audience will ultimately digest and interpret the message conveyed and also further forward the messages that occur in the communication process. In the Reception Analysis, the audience component becomes a very important point in the process of receiving messages which will later be interpreted what type of message is trying to be conveyed from the text content presented by the media or a communicator [3]. From the background that has been described in this study, the formulation of the problem in this study is "How is the audience's reception of the meaning of body positivity criticized by Michelle Halim which was uploaded through text content in her Instagram story on July 10, 2021 to Instagram users and also Michelle Halim's followers?" The purpose of this research is to find out the reception of young Instagram users regarding Michelle Halim's critical message regarding body positivity uploaded on her Instagram story.

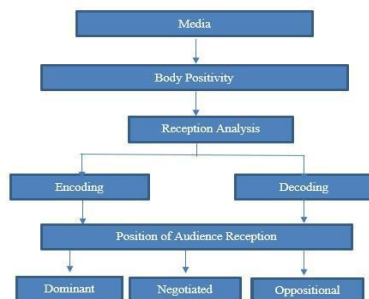
To carry out this research, a supporting theory is needed in order to get answers from the results of the formulation of the problem that has been made. The theory used in this research is the Encoding-Decoding Theory by Stuart Hall. According to Stuart Hall audience research is divided into two processes, namely where media content is produced and presented (encoding) and media consumption (decoding). In everyday life, humans consume messages or information conveyed in print, electronic and internet mass media, reception analysis or meaning theory is processed as a process where the audience is able to focus their attention on the messages presented by the mass media (decoding) and able to provide a more structured meaning or understanding of text media and be able to express the contents of the media in certain views or actions. This theory is used by researchers because it is considered to be able to find results about how the audience is able to receive a message conveyed by the media or communicator. Related to this, the public will interpret the uploaded text content submitted by Michelle Halim regarding body positivity, that the meaning conveyed (encoded) by the sender of information can be interpreted (decoded) with different meanings by users [4].

The meaning of the audience does not always have the same uniformity, there will always be differences that arise. Stuart Hall's theory of meaning is divided into 3 possible positions related to the different effects of mass communication. The first position is dominant hegemony where the meaning in this position describes the audience's acceptance of the content of the message conveyed, the audience is able to receive the message well and is judged to agree with the message content. The second is a negotiating position where the audience is judged to be able to identify a message more broadly and objectively and make acceptance of an ideology that has dominant elements but still prioritizes the values that have been set on each individual so that in certain cases the audience is able to have a choice. to refuse to apply it in life. The third is the opposition position, this meaning process occurs when a message on the media consumed by the audience has a critical counter response and the audience is able to change the message that the media is trying to convey due to rejection by their own way of thinking about an issue or problem.

In this research, Stuart Hall's Encoding – Decoding theory becomes a reference for analyzing how the audience of social media users accepts and interprets @Micellehalim's Instagram story uploads about body positivity. The researcher will group the existing positions or the theory of

meaning or reception analysis according to the way the audience accepts and interprets the text content conveyed by the communicator.

Figure 1
Framework



2. RESEARCH METHODS

Qualitative research is research whose results cannot be obtained through statistical procedures or commonly referred to as quantitative research. Qualitative research is an inquiry strategy that emphasizes the search for meaning, understanding, concepts, characteristics, symptoms, symbols and descriptions of a phenomenon, focused and multi-method, natural and holistic, prioritizing quality and using several ways, and presented in a narrative manner [5].

Regarding the research conducted to find out how the audience interprets the body positivity view conveyed by Michelle Halim, therefore this research is most appropriate to be carried out with qualitative research methods because the results needed are a search for meaning or opinions on a phenomenon being studied. In this study, the author wants to know how the audience interprets the content uploaded by @Micellehalim on his Instagram regarding body positivity. Qualitative methods were used in this study to obtain an analysis of audience reps regarding the way of thinking that was conveyed by Michelle Halim to the audience or her Instagram audience regarding body positivity. The research method used by the author is a case study method by conducting in-depth interviews. Research using the case study method is carried out by describing an object, phenomenon, or social setting that will be poured into narrative writing.

Michelle Halim's views on her criticisms regarding body positivity are interpreted differently by the audience. This study focuses on how the audience interprets the text messages conveyed by Michelle Halim on her Instagram social media regarding body positivity which in this study were represented by four informants who had different backgrounds, perceptions, knowledge, work and communication experiences to provide their views in interpreting the message of body positivity delivered by Michelle Halim. The conditions described in the research conducted by this author are regarding the formation of meaning related to the upload of "body positivity" uploaded by the Instagram account @Micellehalim.

Data collection methods that researchers use to obtain data or information needed in completing this research, namely: interviews, literature study observations and documentation. The main method to get public opinion is by conducting interviews with informants. According to Arikunto in Samsu, the interview is a dialogue conducted by the interviewer to obtain information from the interviewee or informant. This method is used to obtain data through direct, guided interviews between the author and the person referred to as the informant. This interview

was conducted to further deepen the data obtained from the observation of research subject, this interview was conducted to convert data into information directly provided by research subjects in the field [6].

In addition to conducting interviews, the author observes the literature study to support the arguments and theories in this research, the literature study carried out by the author is by reading journals and also previous research related to public opinion and discussions about body positivity. According to Ibid in Samsu, documentation is the process of finding data with variables in the form of notes, transcripts, books, newspapers, magazines, inscriptions, meeting minutes, leggers, agendas and so on. The author uses a documentation study by collecting research data through uploads uploaded by @Micellehalim and also uploaded by feminist Instagram accounts and related news from credible pages. So in the documentation method in this study, the author gives several forms, namely uploading @Micellehalim content, uploading public comments on social media related to Michelle Halim's critical message that she delivered on Instagram, and interview transcripts. This is done to support research data that is more accurate and reliable [6].

In this study, data analysis used is data analysis technique for qualitative research used by researchers is to use flow chart analysis technique or data flow according to Miles-Huberman in sams, data flow consists of three activities, namely data reduction, data display, and draw conclusions/verification so in general, analysis using flow chart techniques is carried out throughout research activities (during data collection) [6]. The data reduction stage is the stage where the author simplifies a data that has been collected and used later according to need, this can make it easier to obtain information obtained so that it is not mixed and not specific, the data obtained through interviews with informants will be categorized again and divided into data that is considered useful and useless. In this way, the author is able to categorize and curate information more effectively. Second, entering the data presentation stage, when the interview process has been carried out, the author will enter data in various forms according to the needs of the author when carrying out the research process. In this study, the data presented at the data presentation stage was in the form of data from interviews which were then processed in the form of text transcripts. By presenting the interview data, which will be concluded at the last stage, the author is able to provide clear and systematically described information. And the third, namely the stage of drawing conclusions. In this study, the conclusion-drawing stage is a process in which the results of interviews are presented in order to find out the meaning of different audiences of informants regarding the meaning of body positivity which is conveyed through the upload of Michelle Halim's Instagram story.

In this research, the writer uses triangulation technique. The triangulation technique is divided into four components, namely sources, methods, researchers and theories according to Denzin [7]. The triangulation technique used in this research is source triangulation and theoretical triangulation. Source triangulation carried out in this research is by collecting data from various sources such as personal documentation, archives and also the results of conducting interviews with subjects who have different points of view and also different backgrounds. In this study, interviews were conducted to find the truth or compatibility of information on certain issues, which is related to this research is how the audience interprets the meaning of body positivity which is criticized by Michelle Halim on her Instagram social media. By interviewing informants who have diverse backgrounds, perceptions, knowledge of science and communication experience, different meanings will also be produced. Then the second technique used is theoretical triangulation, this technique is carried out to confirm with pre-existing

theories. In this study, the author uses the Theory of Meaning or Stuart Hall's Reception Analysis to find out how the audience interprets the meaning of body positivity criticized by Michelle Halim. By conducting interviews with four informants who have diverse backgrounds will produce different meanings, it can be said in accordance with the facts from Stuart Hall's Theory of Meaning that meaning is divided into three positions, namely dominant (agree), negotiated (neutral), and oppositional (disagree)

3. RESULT AND DISCUSSION

Michelle Halim is an influencer as well as a model known as a female Instagram content creator who has several businesses. On her Instagram social media channel, she often voices messages, beauty tips and comments on beauty issues around society. In July 2021, he voiced his comments and criticism of the rebranding changes of Victoria's Secret models, which he said had removed the original values of the Victoria's Secret image itself.

Starting June 2021, Victoria's Secret CEO Martin Waters has decided to change the image of the Victoria's Angel model to VS Collective, where he replaces the image of the famous Victoria's Secrets model with a popular model of sexy and proportionate women, replaced with the image of women athletes, players. women's films as well as activists who provided inspiration as the new face of Victoria's Secret. These new models have more diverse criteria, such as brown skin color to unusual body shapes with an image as a model such as thin and slim, but who has a curvy to fat body. Michelle Halim on her social media, commented on this change in the image of the Victoria's Secret Angels models. Not only that, she also commented on the reboot player character of the Gossip Girl series, the statement put forward on the Instagram story @Micellehalim drew blasphemy from the wider community, especially the fans. women because they are considered to have committed acts of body shaming.

Picture 2

@Michellehalim Instagram's Story



Source: @indonesiabutuhfeminis

Michelle Halim discusses the standard of beauty that she considers beautiful women are those who have sharp noses, slim skinny bodies and are also slim. Based on the findings that have been researched, the meaning of the meaning of body positivity conveyed by the four informants has a tendency and also differs on certain points. The criticism that was conveyed by Michelle Halim through her Instagram social media regarding the phenomenon of body positivity which, according to her, is often misinterpreted, has sparked debates and discussions that have both pros and cons. It is said that communication is transactional, with participation and cooperation, meaning that communication is carried out through two actions, namely giving and receiving in a balanced manner [1]. In this research, there is a communication process that triggers audience participation in expressing opinions and also how each audience interprets the text regarding the meaning of body positivity conveyed by Michelle Halim. The content uploaded by Michelle Halim on her Instagram social media is a process of giving messages that are disseminated

through the media and also the response given by the audience in interpreting the content is a process of receiving messages in a balanced way.

The effect of mass communication is a change in an individual or a group of audiences after receiving messages from a media. The effects of mass communication are categorized into 3 components, namely cognitive, affective and conative effects [8]. In this study, the cognitive effect of mass media can be seen from Ira, who previously knew about the phenomenon of body positivity, but by reading the text content delivered by Michelle Halim, she became more critical in capturing the message of body positivity itself and interpreting the criticism related to body positivity with the position negotiation and able to gain new insights for informants. While the four informants felt the affective effect of mass media in the context of the message conveyed by Michelle Halim related to body positivity, it can be seen from the responses of the four informants in interpreting the way the message conveyed by Michelle Halim through her criticism related to body positivity which was considered too sensitive, in In this case, the informants can feel that there is a high level of sensitivity to the way the message is delivered which is considered to be degrading to the shape or physique of women in general which is not in accordance with existing beauty standards. The four informants in this study felt that there was a conative effect received from the body positivity view conveyed by Michelle Halim, namely, the informants not only received the messages conveyed but also felt that there was a movement or behavior that attracted the informants to have healthier activities and maintain health. body to implement good values related to the phenomenon of body positivity.

Stuart Hall explained that the theory of meaning or reception analysis has three positions, namely dominant which means agreeing or accepting, negotiated or neutral which means having a tendency to receive messages incompletely and will still prioritize the values they have and will be interpreted according to the experience or beliefs of the audience. and oppositional which means contra meaning or not accepting [9]. In this study, the four informants namely Febrianti, Ira, Varah and Adam interpreted the content of the text messages conveyed by Michelle Halim regarding body positivity in a neutral manner in the context of the message that Michelle Halim wanted to convey, namely, she felt that there were good points that Michelle Halim was trying to convey. Halim related to body positivity, namely how as audiences we can't misinterpret the concept of body positivity as an excuse to accept ourselves too much without thinking about the right health factors, other than that the four informants interpreted the message given by Michelle Halim was judged to be done in a way that was less appropriate, from this statement the meaning of the four informants is in a neutral position, because there are still things to consider but there are still things that are supported regarding the way Michelle Halim interprets body positivity which is considered realistic.

In this study, two aspects that were assessed on Michelle Halim's content upload related to her criticism of the body positivity view were the first issue, namely, the audience's view of the meaning of body positivity conveyed by Michelle Halim which was interpreted neutrally by all informants due to the points and values obtained from the discussion—developed by Michelle Halim. And on the second issue, in this case there are still values that are considered between the message of criticism regarding body positivity conveyed by Michelle Halim and the way of delivering the message conveyed by Michelle Halim through the text she delivered on Instagram social media in the form of criticism about body positivity that interpreted, because it is considered impolite and sensitive because it seems to do body shaming. Febrianti Chandra, Ira Khayz, Varah Aisyah Octariani, Adam Ramzy as informants interpret Instagram story uploads in a neutral position, according to him there are positive points that Michelle Halim wants to

convey. The meaning of body positivity conveyed by Michelle Halim gives a view to the audience on how we should interpret body positivity more realistically, this is stated to provide new insights so that they can accept body shapes and sizes with self-love but still don't feel satisfied quickly. The meaning of the four informants is said to be in a neutral position because there are other things that are considered or negotiated, namely the way of delivering messages by Michelle Halim, who is considered to be doing body shaming. while still prioritizing the values that have become the beliefs of the individual himself. Therefore, the four informants interpreted the criticism of the body positivity message conveyed by Michelle Halim in a neutral manner, because there was a negotiated meaning between the positive points to be conveyed and the way the message was delivered in the form of text content uploaded on Michelle Halim's Instagram social media.

4. CONCLUSIONS AND RECOMMENDATIONS

Based on the research that has been carried out by researchers it can be concluded that the four informants interpret body positivity messages related to @Micellehalim uploads providing insight from the other side regarding the view of body positivity itself, the informants interpreting the message from Michelle Halim's criticism regarding body positivity as an eye-opening act to society that body positivity should not be misinterpreted as a way for an individual to love himself only, but as a motivational movement to love ourselves and also try to be the best version of ourselves. The four informants said that there are positive points that Michelle Halim wants to convey regarding body positivity, namely that we should love ourselves and give a realistic view to the community that body positivity is not an excuse to be lazy and easily accept ourselves without thinking about it. many things and aspects of health to self and body. The four informants have the same meaning that the criticism given by Michelle Halim is constructive but only in an inappropriate way, in this case, the meaning is in a negotiating position in the aspect of the issue of how to deliver Michelle Halim's message which is considered less constructive.

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