

ANALYSIS OF AUDIENCE RECEPTION ON PROCESS MESSAGE THROUGH PREACHING

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Abstract. The Covid-19 pandemic that occurred in the midst of the era of information technology development made the dissemination of information occur significantly everywhere, one of which was messages about prokes through sermons. This study used qualitative research methods, while the data collection techniques were carried out by interviews, observations and documentation. The results of the study show that the Prokes message from the Preacher and Congregation during the Covid-19 pandemic, it turns out that almost all messages conveyed by the communicator are not conveyed and are actually interpreted differently by the communicant, in this case the congregation. Distortion of the meaning of the message received by the communicant is due to the way of delivery and the delivery limit space using the media which is often disturbed and the differences in the characteristics and background of the communicant who have not fully understood the use of electronics fluently, so that there is often ambiguity in the meaning of the message.

Keywords: audience reception; prokes; sermon; HKBP.

INTRODUCTION

Communication between humans when the Covid-19 pandemic hit the world, made many changes in the order of life in the midst of society, nation, state and church. It is still clear in our memories, at the beginning of the pandemic, ignorance, anxiety, stuttering, and unpreparedness had dominated body and soul. But over time, we begin to adapt to change ([Christiany](#), 2020).

From the end of 2019 to the beginning of 2021 the Ministry of Communication and Information received 147 issues that led people to misleading fears about the corona virus (Covid - 19). There are 86 disinformation issues, the rest are classified as hoaxes. The most information is about the origin of the virus, then how to prevent it and how to treat it. Misleading information is widely spread on social media, such as WhatsApp, Facebook, and Instagram ([Lidwina](#), 2020).

In the reception analysis, it is stated that every individual who receives the news text or hears the news will understand and interpret it according to their respective social, cultural, and subjective experiences. Differences in status and economic background, education, community in the midst of each individual's life, affect the way they understand and interpret every news that comes to the Covid-19 Virus ([Fadhel](#), 2018).

Messages spread on social media change a lot of people's behavior in the middle of the world, because of the fear it creates and unsettles the community. Changes in behavior in the community, the influence of message content, regarding

the Covid-19 virus from the media gave birth to a new habit in the order of people's lives, such as the new habit of always washing hands with soap, using masks, and paying attention to the intake of foods that are high in vitamins, such as fruits, as well as increasing people's desire to keep exercising diligently to increase body immunity ([Ginting](#), 2020).

The amount of information circulating among the public, many of which are hoaxes, adds to the fear in the midst of public life. For this reason, public service advertisements are needed in conveying information regarding the dissemination of information. The HKBP Kebon Jeruk Church is also called to play an active role in conveying accurate government messages so that the community, especially the HKBP congregation, will know the real and constructive information and strengthen and confirm beliefs, and eliminate excessive fear in the community. The church also uses existing technology, uses internitization, internet-based services such as Livestreaming, Youtube and semi-virtual.

In an effort to provide information so that Covid-19 disinformation does not occur among the public, HKBP Kebon Jeruk voices that the congregation is not influenced by news circulating on social media that cannot be justified, and urges them not to participate in spreading unclear information. because it will add to the panic.

Based on these problems, researchers are interested in conducting research with the title "Audience Reception Analysis of Prokes Messages Through Sermons" with the aim of knowing whether there is an effect of Covid-19 information messages

delivered through Sermons at HKBP Kebon Jeruk on the behavior of the congregation regarding the messages heard and received.

METHODS

This study used qualitative research methods. Qualitative research method is a research used to examine natural objects where the researcher is the key instrument, data collection techniques are combined, data analysis is inductive, and qualitative research results emphasize meaning rather than generalization ([Sugiyono, 2014](#)).

Data collection techniques were carried out by interview, observation and documentation. The author interviewed all congregations from all walks of life who heard the message of the Sermon through the HKBP Kebon Jeruk Youtube channel. While the observation was carried out by observing the behavior of the HKBP Kebon Jeruk congregation, then the documentation data collection was carried out from the Youtube channel team and the response of the congregation who attended worship.

After being searched and collected, the journals are sorted by year of publication. Journals used as references have standardization, which is a maximum of 10 years after the journal is published.

RESULTS AND DISCUSSION

HKBP kebon Jeruk is a religious institution located in West Jakarta, precisely on Jl. Raya Puri Kembangan No. 35 Kebon Jeruk. This church has been established for 35 years, and consists of 1165 Heads of

Families, consisting of 927 souls of fathers, 1069 souls of mothers and 920 souls of youth and young women, as well as 291 souls of youth and 597 children. From the number of existing congregations and domiciled in several different places, the backgrounds are also different. The congregation is divided into 10 service areas according to the distance, place and location of each. The HKBP Kebon Jeruk Church is served by 4 Pastors whose daily duties are to serve/counsel with the congregation, both individually and in groups.

During the pandemic, this worship group is still carried out using the Zoom application, where during the service there is also interaction between the congregation as the communicant and the pastor as the communicator. The presence of all congregations based on region in group worship is a subject in this study, where their presence through the Zoom application is proof of their seriousness in attending worship.

To more clearly understand the individuals associated with the subject of this study, the researchers will describe the characteristics of these individuals in the description below. Referring to Stuart Hall's reception analysis concept, the presentation of data regarding the background of the research subject is used to understand the perceptions or thoughts of research sources, so that they can understand their position when encoding/decoding ([Savitri, 2020](#)); ([Jamali, 2008](#)). This characteristic analysis includes frameworks of knowledge, relations of production, technical infrastructure, as well as social, cultural and economic status,

both in terms of communicators and communicants ([Xiang, 2018](#)) ([Joshbersin, 2020](#)).

After getting the results of the encoding-decoding analysis and the position of receiving the text (meaning) of the Pastor's message to the congregation, the next step is to discuss or interpret the results of the meaning of the message associated with the characteristics of the resource person. In worship in a pandemic situation, which actually causes limitations and unrest, the meaning of the message is included in the category of acceptance of negotiations. Where the congregation does not agree and is enthusiastic but can understand and accept why online group worship must also be carried out ([Hishamuddin, 2010](#)).

Stuart Hall in his theory states that there are three positions of meaning from the decoding process. The first position of meaning is the dominant-hegemonic position. In this position the intended audience has the same meaning as the message producer without any change in the message content, so that the response given by the audience is in accordance with what is expected by the message producer. In this case the message producer has control over the audience, then the second position of meaning is the negotiated position. In this position, the majority of the audience is able to capture the message that is given dominantly, but this audience does not fully agree with all the messages given by the message producers, the audience will choose which ones they think are appropriate and which ones are not in accordance with the rules of culture, ideology, and knowledge they have.

believe. The decoding process in this negotiating position contains elements of adaptive and opposition. The last position, namely the oppositional position. In this position the audience captures the content of the message given by the message producer, but critical audiences will completely reject and disagree with the content of the message given by the message producer and have their own arguments on the topic. This audience will tend to refuse to be influenced by a more dominant ideology because it is not in accordance with the ideology they believe in. Of the three positions of meaning, the informant interprets the contents of the Prokes message conveyed through the Sermon in Worship at HKBP Kebon Jeruk, West Jakarta, in a dominant -hegemonic position.

CONCLUSIONS

The encoding-decoding process for the pro-health message from the Preacher and the Congregation during the Covid-19 pandemic, almost all messages conveyed by the communicator were not conveyed and instead were interpreted differently by the communicant, in this case the congregation. Distortion of the meaning of the message received by the communicant is caused by the delivery method and the delivery limit space that uses media that are often disturbed and the differences in characteristics and background of the communicant who have not fully understood the use of electronics fluently, so that there is often ambiguity in the meaning of messages.

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