ANALYSIS OF AUDIENCE RECEPTION ON THE TIKTOK ACCOUNT @MEETNITELIVEMETROTV IN INCREASING AUDIENCE INTEREST IN CONSUMING NEWS

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Abstract:
The rapid development of digital technology and social media has transformed the way audiences consume news, particularly among younger generations. TikTok, as a short-form video platform, has shifted from being merely a source of entertainment to becoming an important channel for information and news. This phenomenon raises a research problem regarding how audiences receive, interpret, and respond to news content presented in a new format, as exemplified by Metro TV's official TikTok account, @meetnitelive. The purpose of this study is to analyze audience reception of the account's news content and to explore how it influences public interest in consuming news. This research employs Stuart Hall's Reception Analysis Theory, which emphasizes that audiences are not passive recipients of media messages but actively interpret them based on their social, cultural, and ideological contexts. Using a qualitative approach with a constructivist paradigm, the study finds that audiences occupy three interpretive positions: dominant, negotiated, and oppositional. The findings reveal that Metro TV, through @meetnitelive, successfully captures audience attention by delivering short, interactive, and visually engaging content aligned with digital trends. Nevertheless, some audiences remain critical of the accuracy, objectivity, and journalistic ethics of the news presented. These results underline that the success of media in the digital era depends not only on innovative formats but also on the ability to maintain credibility while fostering participatory audience engagement.
Keywords: TikTok, Audience Reception, Metro TV, Stuart Hall, Mass Communication, Digital Media

INTRODUCTION

One of the most prominent innovations of the modern era is the unprecedented advancement of technology, which has significantly facilitated social interactions between individuals. Social media has created a variety of creative new methods for activities, enjoyment, meaning-making, and information exchange among people who do not interact face-to-face. Today, millions of people establish social connections through various platforms such as email, Facebook, Twitter, SMS, Instagram, and many more. The primary purpose of social media is to connect users with people they know or love. Increasingly, people are using social media through mobile devices to communicate directly and in real time. Beyond organizational boundaries, various social media tools, known as "Enterprise 2.0," mirror "Web 2.0" technologies available on the public internet. This new approach has been adapted and tailored to the needs and situations of each user (Suratnoaji et al., 2019).

One of the most significant attractions of online social media is its ability to generate vast amounts of social data that can be used to understand the characteristics of individuals, organizations, and communities active on the platform. More specifically, users create relational information that includes who is involved in a conversation, who is interacting with whom, and the topics discussed among them (Suratnoaji et al., 2019).

Social media has a huge impact on people's lives because it has become an integral part of daily activities, and people have become accustomed to using it. According to research conducted by We Are Social Hootsuite, a survey released in January 2019, the number of social media users in Indonesia reached 150 million people, or approximately 56% of the total population. This figure represents a 20% increase compared to the previous survey. Meanwhile, social media users accessing social media through mobile devices reached 130 million, or approximately 48% of the population. One platform experiencing significant growth is TikTok. Content generated by TikTok users has created various new trends, including news consumption trends that media players have leveraged to market their news products through the app. The FOMO (Fear Of Missing Out) phenomenon also encourages TikTok users to stay updated with the latest information (Purnamasari & Tutiasri, 2021).

Advances in digital technology and social media have drastically changed the way people access and consume news. In today's digital age, platforms like TikTok serve not only as entertainment but also as a vital source of information and news, especially for the younger generation. This phenomenon is particularly evident in Indonesia, which has one of the largest TikTok user bases in the world (Aulia Masna, n.d.).

Recent data shows that as of April 2024, Indonesia had approximately 127.5 million TikTok users, making it the country with the largest TikTok audience globally (Statista, 2025). Furthermore, more than 100 million Indonesians spend an average of 45 hours per month watching content on TikTok, indicating a very high level of engagement (Masna, 2025). This confirms that TikTok is a highly effective platform for disseminating news and information quickly and widely (Aulia Masna, n.d.).

The rapid development of digital technology and social media platforms has fundamentally changed the way people interact and access information. Social media is now not only a tool for communication and entertainment, but also a source of vast and complex social data, reflecting user interaction patterns and preferences. However, the ease of access and speed of information dissemination pose serious challenges to the accuracy and credibility of news received by the public. From a reception analysis perspective, it is crucial to understand how audiences interpret, verify, and respond to information they receive through social media, given that each individual or group may have different ways of receiving and processing these messages.

In Indonesia, TikTok has emerged as a social media platform with rapid user growth, particularly among the younger generation, and serves as a primary channel for news and information dissemination. Its interactive and accessible short-form video format allows for news delivery in a manner distinct from traditional media, influencing how audiences receive and interpret news content. In the context of audience reception analysis, this raises the question of how audiences, particularly the younger generation, construct meaning from news presented on TikTok. This question is the focus of this research.

Stuart Hall (1932–2014) was a British Jamaican cultural scholar and communications theorist who became a central figure in the field of Cultural Studies. He is widely recognized for his contributions to understanding the relationship between media, culture, and society, particularly how meaning is constructed and received by audiences. One of Hall's most important contributions was the development of Reception Analysis Theory, which introduced the concept that media messages are not received passively, but rather through an active process of interpretation by the audience.

This theory emerged as a critique of the traditional linear communication model, which assumes that media messages are "received" directly by the audience without any complex

interpretation process. Hall emphasized that the meaning of a media message is not singular and fixed, but can vary depending on the social, cultural, and ideological context of the recipient.

Theoretical Background: From the Linear Communication Model to the Encoding-Decoding Model. Before Hall, the dominant communication model was a simple linear model: the sender (encoder) sends a message, and the receiver (decoder) receives the message directly. This model assumes that the meaning of the message is the same between the sender and the receiver.

Hall criticized this view and developed a more dynamic and complex model, known as the Encoding-Decoding Model (Hall, 1980). In this model, the media communication process consists of two main stages:

Encoding: The process by which media producers (e.g., journalists, filmmakers) construct messages with particular meanings based on their social, cultural, and ideological context.

Decoding: The process by which the audience receives and interprets the message, which may differ from the meaning encoded by the producer.

Hall emphasized that the decoding process does not always follow the meaning intended by the encoder, but can produce various interpretations.

Key Concepts in Reception Analysis Theory: a) Meaning as a Negotiation Process/ Hall views meaning as neither fixed nor static, but rather as the result of a process of negotiation between media texts and audiences. Audiences do not simply passively receive messages, but actively interpret and assign meaning based on their social, cultural, and experiential backgrounds.

b) Audience Ideological Position. Audiences can have different ideological positions, which influence how they interpret messages. These positions relate to how audiences accept, reject, or modify the meaning of a message.

Encoding-Decoding Model: Three Message Reading Positions. Hall (1980) introduced three main positions in the process of decoding media messages, which describe how audiences can respond to messages differently:

a) Dominant-Hegemonic Position. Definition: The audience receives the message exactly as encoded by the media producer, without any rejection or modification of the meaning. Characteristics: The audience agrees with the ideology and values contained in the message, so that the message is fully accepted and considered "true" or "natural." Example: An advertisement that promotes a certain lifestyle is accepted by an audience that shares the same values and views, so that the advertising message is effective.

b) Negotiation Position. Definition: The audience accepts some parts of the message, but also rejects or modifies other parts according to their experience and context. Characteristics: The audience recognizes the message's general value, but adapts the meaning to suit their personal circumstances or interests. Example: A news viewer may accept the facts presented, but reject certain interpretations or points of view that are perceived as biased.

c) Oppositional Position. Definition: The audience rejects the encoded meaning and reads the message critically or in opposition to the ideology being conveyed. Characteristics: The audience interprets the message in a contradictory manner, often as a form of criticism of the dominant ideology. Example: An activist watching a corporate advertisement might reject the message and view it as misleading propaganda. (Azizi & Vera, 2024)

Communication Process in Hall's Theory: Dynamics of Encoding and Decoding. Hall emphasized that encoding and decoding are separate processes and are not always synchronous. Media producers encode messages with specific meanings, but audiences can decode them differently, depending on their social and cultural context. This process is also influenced by:

a) Social and Cultural Context: The audience's social, cultural, and experiential backgrounds influence how they interpret messages.
b) Ideological Power: Media messages often contain certain ideologies that seek to maintain power or social domination.
c) Audience Interaction: Audiences not only receive messages individually, but also through social interactions that can strengthen or reject certain meanings.

METHODS

In this research, the constructivism paradigm was used by researchers to construct the research subject, in this case is the TikTok account @meetnitelive Metro TV, to be packaged and commodified through the TikTok application

This research uses a qualitative approach. Qualitative research aims to explain phenomena as deeply as possible. This research does not prioritize population size or sampling; in fact, the population or sampling is very limited. If the collected data is in-depth and can explain the phenomenon being studied, then there is no need to seek additional sampling. The emphasis here is on the depth (quality) of the data, not the quantity. Each researcher creates reality as part of the research process, which is subjective, and exists only within the researcher's reference.

The content approach carried by @meetnitelive is very different from news broadcasts. Metro TV's conventional programming usually takes the form of live broadcasts or in-depth reports of long duration. On TikTok, Metro TV packages news and information in short video format videos lasting 15 to 60 seconds that are packaged creatively and visually appealing. This allows for fast and effective message delivery while maintaining the attention of users who tend to have a short attention span. The content is presented not only in the form of hard news but also in light coverage, interesting facts, and educational content packaged in a more relaxed and interactive style.

RESULT AND DISCUSSION

Metro TV News Reception Analysis. In Stuart Hall's study, it was also stated that the audience does not always accept the message. Passively, but they can have various positions in responding to media messages. In the context of Metro TV News, there are several positions that the audience can take:

Dominant Position: Audiences who fully accept Metro TV News' messages and feel that the content presented is appropriate to their needs. They may feel that Metro TV News provides relevant and interesting information, especially on the account @meetnitelive metro TV on TikTok with host Valentino Reza.

Negotiation Position: The audience that receives most of the message, but also considers other perspectives. For example, they may appreciate visual content but remain critical of the accuracy and objectivity of the news, which is displayed by the TikTok account @meetnitelive Metro TV, which has a slightly forced tendency.

Opposition Position: Audience that rejects the message conveyed by the @meetnitelive account, Metro TV on the TikTok application, where there may be a segment of society that feels that the news presented by @meetnitelive on the TikTok Metro TV News application

does not meet journalistic standards or does not reflect the views of those who want the news to be true and not forced, so that it becomes interesting.

Analysis of the Reception of the @Meetnitelive Metro TV News account. In the analysis of audience reception on the @meetnitelive Metro TV News account on the TikTok application, it is stated that:

Encoding: The encoding process in the context of @meetnitelive Metro TV can be seen from how the media packages news content for audiences on the TikTok platform. The informant emphasized the importance of understanding the different audience characteristics between print and online media. In this case, @meetnitelive Metro TV strives to create content that is not only relevant but also interesting, taking into account search engine algorithms (SEO) so that news can be easily accessed and shared. This shows that the encoding process not only involves conveying information, but also strategies to attract the attention audience and meet their needs.

Decoding: The decoding process occurs when the audience receives and interprets the content that @meetnitelive Metro TV presents. Audiences, especially the younger generation, tend to respond to interactive and visual content. By utilizing TikTok, @meetnitelive provides a space for audiences to interact, share, and provide responses to news. This creates a more dynamic and participatory experience, where the audience is not only a passive recipient but also an active contributor in disseminating information.

In Stuart Hall's view, he also stated that the audience has various positions. In responding to media messages. In the context of @meetnitelive Metro TV, several positions the audience can take:

Dominant Position: Audience that fully accepts and appreciates the content presented by @meetnitelive, feels that the news delivered is in accordance with their needs and preferences.

Negotiation Position: The audience that receives most of the message, but also considers other perspectives. They may appreciate visual content, but are still critical of the accuracy and objectivity of the news.

Opposition Position: Audiences who reject or are skeptical of the content being presented. They may feel that the news presented does not meet journalistic standards or does not reflect their views.

In the context of audience engagement, @meetnitelive Metro TV strives to produce audiences who are not only consumers of information, but also as commodities that can be sold to advertisers. Agus Rakasiwi explained that it is important for the media to

understand audience needs and adapt content to existing trends. This process creates a reciprocal relationship between the media and the audience, where attention and audience engagement are made a valuable commodity.

Audience reception analysis using Stuart Hall's theory shows that @meetnitelive Metro TV is trying to adapt to changes in the way media is consumed in the digital era. Digital. Through the use of TikTok, they not only follow the trend but are also capable of meeting the needs of an audience that increasingly prioritizes visual content and interaction. The encoding and decoding processes that occur create various audience positions in respond to news, which is influenced by their social and cultural context. By involving the audience in the news production process and maintaining journalistic ethics, @meetnitelive Metro TV strives to create mutually beneficial relationships between media and audience in the era of information disruption.

CONCLUSION

This research focuses on Metro TV's official TikTok account, @meetnitelive, as the primary object for analyzing how audience reception of the account can increase public interest in consuming news. In today's digital media context, TikTok has become a highly popular platform, especially among the younger generation. With its short, engaging, and interactive content format, TikTok offers news media an opportunity to reach a broader and more diverse audience.

Metro TV, as one of Indonesia's leading news television stations, has adapted to the times through a digital strategy that leverages social media platforms. The launch of the TikTok account

@meetnitelive is a strategic move to strengthen Metro TV's presence on social media and increase audience interest in accessing news information. This study aims to understand how audiences receive and respond to the content presented by @meetnitelive, and how this contributes to their increased interest in consuming news through digital platforms.

Metro TV has a well-planned organizational structure, consisting of several divisions, each with a specific role in producing news. Each division, under the auspices of the Editor-in-Chief, contributes to Metro TV's success in presenting quality news. As Indonesia's first 24-hour news television station, Metro TV is committed to disseminating news and information to all corners of the country, with programs broadcast in three languages: Indonesian, English, and Mandarin.

The Metro TV portal serves as a widely accessible news source, both through television broadcasts and social media. With the tagline "Knowledge to Elevate," Metro TV strives to increase public insight and knowledge and to be a credible medium for delivering information.

In the digital age, disseminating information through social media platforms like TikTok has become increasingly important. Many media industries are experiencing decline as audiences prefer consuming news through social media rather than traditional news outlets. Therefore, Metro TV News has opened a channel on TikTok in an effort to expand its news reach and adapt to technological developments.

Audience reception analysis using Stuart Hall's theory demonstrates that the encoding and decoding processes are crucial in understanding how news content is received and interpreted by audiences. Metro TV News packages its news in an engaging approach for the younger generation, using videos and infographics to capture their attention. The decoding process occurs as audiences receive and interpret the news presented, creating a more dynamic and participatory experience.

In the context of audience positioning, there are several positions an audience can take: dominant position, negotiating position, and oppositional position. This shows that audiences do not just passively receive messages but also have different ways of responding to the content presented.

In the context of audience reception analysis, Metro TV strives to produce audiences who are not only consumers of information but also commodities that can be sold to advertisers. This creates a reciprocal relationship between media and audience, where audience attention and engagement are considered valuable commodities.

However, ethical challenges also need to be addressed. Metro TV must maintain journalistic quality and standards in the content it distributes. Unethical commodification can lead to the spread of hoaxes and sensationalism that are detrimental to the public. Therefore, @meetnitelive Metro TV is committed to maintaining the integrity of the information it conveys, thereby fulfilling the audience's right to accurate and useful news.

Meanwhile, the citizen journalism concept adopted by Metro TV News provides space for audiences to participate in the news production and dissemination process. This creates an opportunity for audiences to not only consume news but also contribute to the creation of relevant content. This aligns with the needs of the younger generation, who desire interaction and participation in the media.

Overall, this research shows that Metro TV News, through its TikTok account @meetnitelive, has successfully adapted to technological advancements and changing information consumption behaviors among the younger generation. By presenting news in an engaging and interactive format, Metro TV not only meets its audience's information needs but also creates a more participatory experience.

Using TikTok as a news platform is not just a trend, but a news delivery strategy that adapts to the characteristics of new media and the needs of today's audience. Through innovation and adaptation, Metro TV News demonstrates its ability to remain relevant and contribute positively to the media industry in the digital age.

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