

Analysis of Audience Reception of Dieting Lifestyle Posts Through Instagram Account @komunitasdietsehat

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Introduction

In recent years, a healthy lifestyle has become an increasingly popular trend in Indonesia. One important aspect of a healthy lifestyle is attention to dieting. Dieting is the amount of food consumed by a particular person or organism. The type of diet is highly influenced by the individual's background of origin or beliefs. This phenomenon is not only influenced by the increase in public awareness of the importance of health, but also by the development of information technology and social media that spread various information about ways of dieting and healthy eating. Social media plays an important role in the dissemination of information about the dieting lifestyle.

Platforms such as Instagram, Youtube, TikTok are filled with content from health influencers, and tips and tricks around dieting, as well as sharing recipes, and their experiences in undergoing diets that have successfully achieved their goals. One Instagram account that focuses on the dieting lifestyle is the @komunitasdietsehat account. Many people are interested in understanding effective and healthy ways to diet. Despite the growing popularity of dieting, there are some challenges that people face in living this lifestyle. One of them is the lack of in-depth understanding of the potential risks of following a particular diet without proper guidance.

Introduction

The Instagram account @komunitasdietsehat is one of the accounts that often posts about the Dieting lifestyle. The Instagram account @komunitasdietsehat has 3,375 posts, 494k followers, and 200 people followed per year 2024. The @communitydietsehat account has the slogan “the place for ideal body fighters and healthy bodies”.



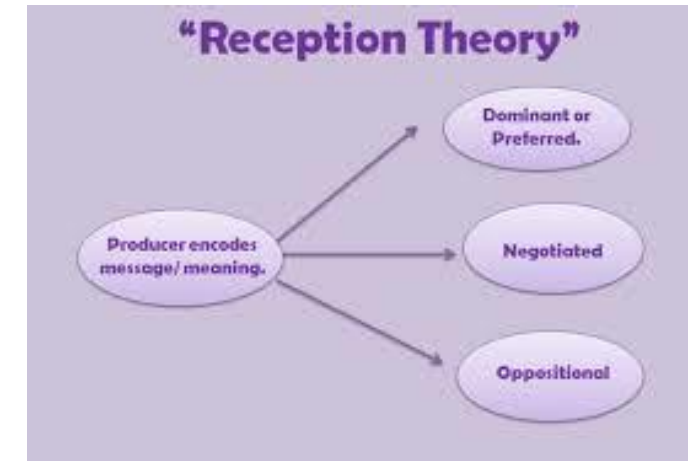
This account inspires and motivates its followers to start a journey towards a better dieting lifestyle and plays an important role in disseminating information and providing inspiration in the context of dieting and consistent dieting through its posts. The posts shared by the @komunitasdietsehat account not only cover good diets for beginner dieters, exercise routines, motivation to stay active towards dieting, but also often show the results of dieting consistently.

Theory

Reception theory is research that focuses on the reception of media audiences rather than the sender of messages in the media. In essence, the concept of reception analysis is based not on the meaning of the media but on the meaning of the audience that has been received from the media (Kusumo & Afandi, 2020).

Reception consists of several indicators namely perception, thinking, preference, and interpretation. Reception analysis consists of Encoding and Decoding. Encoding is giving meaning to the audience, so that someone can create meaning that will be conveyed back to others. Decoding is the process of conveying the message to the audience, where the audience will receive the content of the message that has been received by the audience. Hall also said that there are three possible positions when audiences carry out the decoding process of a media message, namely:

1. Dominant-Hegemonic, audiences receive messages in the same way as conveyed by the sender of the message.
2. The Negotiated code is a process where the audience generally accepts the message, but he does not fully accept it, because he has his own understanding.
3. Oppositional Code is a process where the audience rejects the meaning of the message (Sari & Hariyanto, 2016).



Problem Statement, Objective, Benefits

Problem Statement

How do audiences perceive the dieting lifestyle on the Instagram account @komunitasdietsehat?

Objective

To understand and interpret the audience towards the dieting lifestyle displayed through Instagram account posts @komunitasdietsehat.

Benefits

Provide insight into the effectiveness of social media as a communication tool in disseminating information about the dieting lifestyle on the Instagram account @komunitasdietsehat.

Method

Type of Research

This study uses a qualitative method that focuses on the use of data that will be described in the form of written and oral words from the informants observed. The research subject is the dieting lifestyle on the @komunitasdietsehat account, while the object of research is the posts on the @komunitasdietsehat account.

Data Collection Technique

In this study, data collection used interview techniques. This is used to find problems that must be researched and also if you want to know things from respondents in more depth.

Data Analysis Technique

The Miles & Huberman method is used to analyze a set of information that provides the possibility of drawing conclusions. In this study using three concurrent flows, namely by observing the object to be studied and then conducting interviews, then data reduction, namely collecting information that has been taken previously. Finally, drawing conclusions, namely making assumptions based on the information available.

Data Source

10 posts from @komunitasdietsehat Instagram account (5 reels and 5 photos)

Finding & Discussions

a. Perception

Perception is where an audience gets an experience about an object, event, or relationship obtained from the conclusion of information and interpretation of the message received (Arifin & Hariyanto, 2022). Audience understanding of the dieting lifestyle on the Instagram account @komunitasdietsehat. Although the resulting perceptions vary from one individual to another, in general, the average informant has the same understanding of the dieting lifestyle on the Instagram account @komunitasdietsehat.

NW: "dieting? It's the same as dieting, right? In my opinion, it's okay to apply a dieting lifestyle, it's good if you want to diet, but it must be done in a way that is in accordance with body standards".

b. Thoughts

Thoughts are how the public is interested in a dieting lifestyle when they see the Instagram account post @komunitasdietsehat and the reasons. Based on the answers from informants, some stated that they were interested in implementing a dieting lifestyle when they saw the @komunitasdietsehat account post. According to them, this can provide motivation to go on a diet, some informants also think that after seeing the @komunitasdeitsehat account post, they will be more consistent in going on a diet to fight for an ideal body.

AB: "In my opinion, dieting is maintaining a balanced portion of food and exercise, but maybe for some people who are still lay people think that dieting means eating a little, but try following the KDS account first, you will definitely understand more about dieting".

Finding & Discussions

c. Preference

Preference is a thought that arises from a person's emotions so that it can create a perception in receiving a message. In this case, the researcher made a comparison of the @komunitasdietsehat account with other accounts that both provide education about dieting lifestyles. Based on these results, the average audience tends to choose the @komunitasdietsehat account because the audience or informants as a whole like the posts on the @komunitasdietsehat account and according to them, the posts on the @komunitasdietsehat Instagram account are very complete for carrying out a healthy lifestyle or dieting, some of them also feel helped in carrying out dieting after knowing the @komunitasdietsehat Instagram account.

d. Interpretation

Interpretation is how someone gives an opinion about the message received based on past life experiences combined with new life experiences to become a single meaning which is then used in determining choices or decisions (Kusumo & Afandi, 2020). The audience plays an active role in interpreting the contents of the message by giving a meaning that is adjusted to their experience. From the results of interviews between researchers and informants, on average they felt helped in implementing a dieting lifestyle by seeing the posts of the Instagram account @komunitasdietsehat. The audience felt that the posts of the @komunitasdietsehat account were important and provided a lot of insight and education about sports, diet tips, and others

CONCLUSIONS

The results of the study on the audience's reception of the Instagram account @komunitasdietsehat's posts on the dieting lifestyle showed positive results. It was found that no informants were in the Opposition code position, six other informants were in the Dominant Hegemony position, and four other informants were in the Negotiation position. The Dominant Hegemony position is that the audience can understand the delivery of the dieting lifestyle in the Instagram account @komunitasdietsehat's posts, informants receive messages about the dieting lifestyle in the @komunitasdietsehat posts well, some of them even apply the dieting lifestyle. Then in the Negotiation code position, according to informants, the posts on the @komunitasdietsehat account can help in overcoming someone in going on a diet and achieving an ideal body, not only just following someone's success, but the diet lifestyle can actually be done according to each person's body portion.

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