

Analysis of Audience Reception of *Dieting* Lifestyle Posts Through Instagram Account @komunitasdiethat

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Abstract. This study aims to analyze the audience's acceptance of the dieting lifestyle displayed through the Instagram account posts @komunitasdiethat. The reason researchers chose this topic is because the phenomenon of dieting is on the rise in Indonesia, where dieting has become a lifestyle for some people. The method used in this research is Qualitative. The informants in this study were 10 followers of the Instagram account @komunitasdiethat. The data collection technique used in this research is indepth interview. The data analysis technique is based on the Miles and Huberman model. The results showed that the reception of the informants was positive. 6 informants entered into a hegemonic dominant position, informants agreed that the dieting lifestyle on @komunitasdiethat Instagram account posts as motivation to lose weight and ideal. 4 informants entered into a negotiated code position, according to informants, the posts on the @komunitasdiethat account are not only a motivation to lose weight, but the dieting lifestyle can also be done in other ways and according to their respective body portions.

Keywords: Reception Analysis, Lifestyle, Dieting, Instagram

I.INTRODUCTION

Various aspects of life have been transformed by advances in information and communication technology, including the way people consume information and interact on the internet. One medium of this advancement is social media. Social media has become the main platform for various activities ranging from communication, entertainment, to education. Instagram is one of the social media that is very popular among the public. This makes Instagram one of the most popular and influential websites today. Instagram is not only a site for sharing photos and videos, but also a platform to be able to interact with each other, communicate personally, or post things that we like. In 2024 alone, Instagram ranked second in social media usage in Indonesia with a proportion of 85.3% users. Overall, We Are Social recorded 139 million social media user identities in Indonesia in January 2024. The number is equivalent to 49.9% of the total national population. Instagram has become more than just a social app. The data shows that Instagram users are large compared to other social media. This is one of the reasons why researchers use Instagram as a research subject.

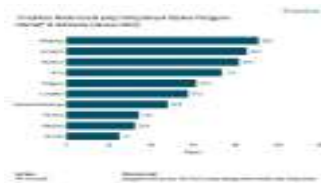


Figure 1.1

Data on the Most Used Social Media in Indonesia

Source: <https://databoks.katadata.co.id/datapublish/2023/11/28/indonesia-jadi-negara-dengan-pengguna-instagram-terbanyak-ke-4-di-dunia>

Instagram is now used by many communities and individuals (Anggraeni & Eko Hartanto,

2023). One of the main features of using Instagram is the posts feature. This feature allows users to upload photos and videos that can be viewed by their followers in the main feed. Basically, posts on Instagram are not only a medium to share personal moments or interesting visual content, but also a powerful tool to convey messages, build personal or business brands, and interact with the wider community. Posts themselves are content shared by users on social media. This can be text, photos, videos, or a combination of all of them. Posts provide a way for users to convey information, share experiences, or promote something to an audience. According to SocialBee.com social posts are messages published online by users on message boards, comments, or social networks. Through posts users can build online identities and social networks, and engage in various topics and issues that are relevant to their interests. One topic that many people like is accounts that post about healthy lifestyles and dieting lifestyles. Many Instagram accounts refer to and provide education about the dieting lifestyle. Posts from these accounts often include different types of content, such as food recipes, tips and tricks for proper exercise, and success stories from individuals who have managed to achieve their goals. One Instagram account that focuses on the dieting lifestyle is @komunitasdietsihat. This account is one of the accounts that is active in promoting the dieting lifestyle on Instagram.

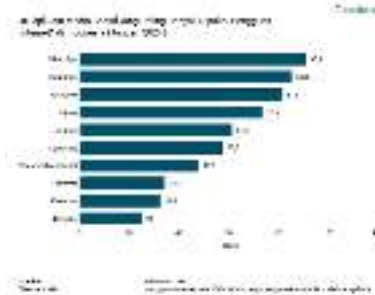


Figure1.2
Social media account Instagram @communitydietsihat
Source: Instagram @dietsihatcommunity

The Instagram account @komunitasdietsihat has 3,375 posts, 494k followers, and 200 people followed as of 2024. This account is located in Indonesia. The @komunitasdietsihat 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 @komunitasdietsihat 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.

Dieting is an attempt to control food intake with a specific goal in mind. It has become an important part of contemporary culture that is interested in health and physical appearance, be it to lose weight or gain better health. People talk a lot about dieting, but dieting often comes with controversy. There are more and more dieting options, leaving people confused about which method is the safest and most effective to follow. Dieting is no longer just a way to lose weight that is temporary, but has become part of the lifestyle for some people. A diet should include balanced nutrition from a variety of foods that energize the body and brain to move and think (Jeki & Septinora, 2016). According to (Muhamad, 2023) in a survey conducted by the Kurious-Katadata Insight Center

(KIC) showed that 69.6% of people surveyed claimed to have followed a diet program. When reviewed based on their reasons for dieting, the majority or 75.7% of respondents stated that maintaining health was their main goal of dieting. While dieting as a reason to control weight ranked second, with 63.1% of the total. Other reasons for dieting such as avoiding stress and physical improvement were 49.1% and 24.5% respectively.

As a lifestyle, dieting is not just about achieving the ideal weight, but about improving the quality of food eaten every day and balanced exercise. Lifestyle according to Kotler (2002: 192) is a person's pattern of life in the world expressed in his activities, interests, and opinions. Lifestyle describes a person's overall self in interacting with their environment (Paendong & Tielung, 2016). In principle, lifestyle is a person's way of organizing the use of time and resources he has such as energy, money, thoughts, and so on. The lifestyle of Indonesians is reflected through daily activities such as habits of associating with colleagues and people around (Ritzer & Kurniawan, 2017). According to Armstrong's opinion, he states that there are 2 factors that influence a person's lifestyle, namely factors that come from within the individual or internal and factors that come from outside the individual or external. Internal factors come from attitudes, experiences, personality, self-concept, and motives, while external factors come from groups, family, and social class (Shambodo, 2020).

Based on the background that has been described, the formulation of the problem in the study is how exactly is the audience's reception of the dieting lifestyle on the @komunitasdietsihat Instagram account posts? It is important to understand how audiences receive and interpret posts shared by the @komunitasdietsihat account. Audience reception can be influenced by several factors, including background, prior knowledge about dieting, as well as personal motivation in living a healthy lifestyle. The purpose of this study is to examine the reception of Instagram followers @komunitasdietsihat in understanding and interpreting posts about the dieting lifestyle. The previous research used as a reference in this writing consists of 5 journal article references. Four domestic journal articles and one international journal article. Previous research is a reception analysis of various issues and problems. Previous research discusses reception analysis related to various issues. The first previous research is an international journal with the title "Exploring Self Identity: An Analysis of Audience Reception of Vlogs" (Briandana et al., 2021). This research studies how vlog audiences interpret and find meaning in the content they watch, emphasizing the active role of the audience in interpreting media messages. It highlights that audiences do not consume media passively, but actively engage and interpret content based on their own experiences and contexts.

Furthermore, the second study, entitled "Analysis of adolescent girls' receptions of fashion shopping lifestyles through video shows shopping gak aturan" in the tiktok @handmadeshoesby account" (Purnamasari & Tutiasri, 2021). This study aims to find out how young women react to the shopping life shown in the Tiktok video. Reception analysis is used to understand how the audience receives messages from the video. The results of the analysis show that informants' opinions about the shopping lifestyle vary. Some informants agreed that the shopping lifestyle shown in the video reflected the lives of young women, while others rejected the video's message and considered excessive shopping unnatural. Thus, the video depicts the lives of different teenagers.

The third previous research is entitled: "Analysis of Public Reception of Nujek" (Arifin & Hariyanto, 2022). This research is an analysis of public reception of Nujek online transportation services. This research was conducted using a qualitative method and descriptive approach, by

applying Stuart Hall's reception analysis theory. The survey results show that most people know about Nujek through friends' recommendations, social media and bulletin boards. The results of the analysis show that although people feel helped by the existence of Nujek, they are also disappointed with the application. The results also show that people tend to choose Nujek because of its better driver select service features and low price.

The fourth previous research is entitled: "Analysis of Audience Reception of Clubbing Lifestyle Shown Through Photos in @Indoclubbing Instagram Account" (Hawari, 2019). This study aims to understand and interpret how audiences perceive and provide interpretations of the clubbing lifestyle displayed in photos. The research method used is qualitative with data collection techniques in the form of in-depth interviews. This research shows that audiences' understanding of the clubbing lifestyle is very diverse, with most interpretations associating clubbing with fun night out activities such as drinking, and freedom of expression. Factors such as gender, social class, and personal experience influence audiences' interpretation of the clubbing lifestyle.

The last previous research was entitled: "Analysis of Public Officials' Receptions of SBO TV Morning Update Program" (Sari & Hariyanto, 2016). This journal is a qualitative research that aims to describe "Analysis of public officials' receptions of the SBO TV Morning Update program". This study conducted in-depth interviews, observation and documentation used as data collection techniques in a survey of public and non-government sector officials in Surabaya. The results of this study show that the morning update is considered important, effective, and useful for delivering information from stakeholders to the public, implementing new policies, or solving problems through direct conversations between the public and the government or stakeholders.

This research is expected to provide deeper insight into how Instagram audiences understand and interpret dieting lifestyle posts through the @dietsehatcommunity account.

Reception Analysis

Reception analysis is a media studies method that emphasizes how audiences understand, interpret, and respond to messages delivered by the media (Tunshorin, 2016). Reception analysis will examine how the process of media discourse assimilates with various discourses and cultural practices of audiences, in other words, audiences actively produce meaning from the media. One of the standards for measuring media audiences is to use reception analysis, because in this analysis there is no "effect" without "meaning", and when people reinterpret the messages conveyed by the media and what audiences interpret, there will be various effects (Sari & Hariyanto, 2016). Reception analysis helps to find out why audiences interpret things in different ways, what psychological and social factors cause differences, and what social consequences occur (Sari & Hariyanto, 2016). The results of this audience reception analysis can be used to understand how social media posts influence diet-related receptions and behaviors (Winarti et al., 2024).

Reception Theory

This research is based on the theory of Stuart Hall, namely Encode and Decode to determine the understanding and acceptance of audiences of posts about the dieting lifestyle on the Instagram account @komunitasdietsihat. Decoding refers to the process of translating codes by the audience to find the meaning of the text (Amin Wasetyo et al., 2023). Stuart Hall argues that reception is formed from several indicators, namely perception, thinking, preference, and interpretation. Perception, is a cognitive process carried out by a person when they select, organize, and interpret sensory information to produce a relevant understanding of the world. The perception process consists of steps such as stimulus, registration, interpretation, and feedback, and internal factors such as desire and personality. Thinking, a mental process where information in memory is transformed to form ideas, solve problems, or make decisions. Preference, refers to a person's tendency to choose certain circumstances or options over others. Internal factors such as personal principles, beliefs and previous experiences influence preferences. Interpretation is the process of giving meaning to information obtained through perception. Understanding the context, background and hidden meanings of information is part of interpretation.

Three positions introduced by Stuart Hall to the messages conveyed by the media to the audience's decoding process:

1. Dominant-Hegemonic, is a process that shows audiences receive messages in the same way as the sender.
2. The Negotiated code is a process that shows that although the audience understands the message in general, the audience does not fully accept it, he has his own understanding of the message.
3. The Oppositional Code is the process of the audience interpreting the message in the opposite way, so that the audience rejects the message.

Active Audiences

The audience is one of the elements of the communication process. The terms receiver, target, reader, listener, viewer, audience, decoder, or communicant are terms that are often used to describe the party to whom a message is delivered, namely the ordinary audience (Wahid, n.d.). However, the audience is actually only a temporary role. Audiences are divided into active and passive audiences. Active audiences are audiences who receive a message selectively (Problems, 2015). Active audience refers to the idea that audiences not only passively receive messages from the media, but also actively participate in interpreting, selecting, and integrating information according to their own backgrounds, needs, and experiences. Active audiences emphasize that audiences should actively participate in the media consumption process. They not only receive messages passively, but also understand and comprehend messages based on their own social and cultural context (Sulistyani, 2011). Active audiences in social media tend to engage in various activities, such as sharing content, giving responses, and interacting with others. They point out that active audiences often have wider social networks and more online connections than passive audiences. In this study, the audiences that will be the subject of research are followers of the @komunitasidetsihat Instagram account and ordinary Instagram users but not followers of the @komunitasdietsihat account.

Dieting Lifestyle

Lifestyle is a person's pattern of life in the world expressed in his activities, interests, and opinions (Jordan, 2013). Lifestyle is a behavior that humans do every day, or every action that is used as a tool or way to achieve certain goals, so that needs are met or a desire is satisfied (Wicaksana & Rachman, 2018). Lifestyle can include anything, lifestyle includes a person's interests and activities, one of which is a dieting lifestyle. According to (Sanjaya, 2014) dieting can be defined as a person's effort in regulating diet that aims to obtain an ideal body weight. The dieting lifestyle includes healthy and balanced food choices. A dieting lifestyle often involves portion control and calorie control. In addition to a healthy diet, a dieting lifestyle also includes regular physical activity. One important aspect of a dieting lifestyle is consistency and perseverance in adopting healthy eating patterns and habits.

Instagram (Posts)

Instagram is an internet-based service as well as a social network for sharing information via digital images (Sulianta, 2015). Instagram is a social networking platform designed for users to share photos with others. As a post, Instagram allows users to express themselves, share important moments, and interact with a wider community through the various features provided. Posts are content shared by users on social media platforms. Posts can be in the form of text, photos, videos and activities which of course can also be shared to various other social networks owned by users (Anggraeni & Eko Hartanto, 2023). On social media platforms such as Instagram, users can create posts on their own profiles. Posts are usually accompanied by text or captions explaining what is being shared as well as hashtags to indicate that they are related to a particular theme. Posts can be a great way to interact with others, form communities and share experiences.

II.METHODS

This research uses qualitative methods. According to (Caron & Markusen, 2016) qualitative research aims to describe or describe the situation observed in the field in a more specific, transparent and detailed manner. Qualitative research aims to find out the audience's reception of dieting lifestyle posts displayed through posts (photos and reels) on the Instagram account @komunitasdietsihat. The subjects in this study amounted to ten people. Researchers selected 10 posts from the @komunitasdietsihat Instagram account, 5 photo content and 5 video content (reels). The object of this research is Instagram account posts @komunitasdietsihat which contain posts about the dieting lifestyle. The informants in this study are followers of the @komunitasdietsihat Instagram account totaling 10 people with purposive sampling technique, purposive sampling technique, namely the technique by taking samples using several considerations, according to the criteria determined in the number of samples to be studied (Aryanto, 2018). Researchers grouped the categories into three, namely six active followers of the @komunitasdietsihat Instagram account, three audiences who are running a dietary lifestyle, and one audience who knows the @komunitasdietsihat account and is someone who applies a dietary lifestyle, but is not a follower of the @komunitasdietsihat Instagram account. Data collection is carried out by observation and in-depth interviews with informants, this is done to obtain in-depth data and a description of the object to be studied. The ten informants are as follows:

No.	Instagram Name	Age	Gender	Background
1.	@angbayy	21	Male	Workers
2.	@crmlnanda	21	Female	Student
3.	@rahy24x	42	Female	Housewife
4.	@haiitsrani	17	Female	High school student
5.	@telosky_	18	Male	High school students
6.	@kapalulangalik	20	Female	Student
7.	@hhyrraaaa	21	Female	Student
8.	@srlrc	20	Female	Student
9.	@itsme.inness	22	Female	Workers
10.	@es.dorder	21	Male	Workers

The data analysis technique used by researchers is the analysis technique according to Miles & Huberman (1992: 16). Data reduction or data collection is done by observation and in-depth interviews with 10 informants. Then the researcher will collect and summarize the information that has been obtained from 10 informants in the interview stage. The second step is data presentation. Data presentation is done to summarize the data so that it is easier to understand. Finally, conclusion drawing and verification, is the process of making assumptions based on available evidence or information, while verification is the process of checking the truth and validity of something against the data and information that has been explored by researchers.

III.FINDINGS AND DISCUSSION

Based on research conducted under the title “Analysis of Audience Reception of Dieting Lifestyle Posts Through Instagram Account @Komunitasdietsehat”. Data was collected using interview techniques. Based on data from several informants obtained through in-depth interviews.

The Instagram account @komunitasdietsehat is one of the accounts that provides education about dietary lifestyles, and healthy diets. The @komunitasdietsehat account was founded in 2020. This account is a place for sharing, motivation, and efforts of diet fighters. A lot of information is provided through posts from the @komunitasdietsehat Instagram account, ranging from video reels and photo slides containing tips and tricks about health and ways to make a healthy diet. Interpretation or reception can be interpreted as the process of receiving information content by readers. Reception also explains that a meaning or acceptance is not only singular, but can also have multiple meanings (Arifin & Hariyanto, 2022). So that an information content will have more information richness. After the interview, the researcher began sorting the data to find out whether the informants accepted the dieting lifestyle in the @komunitasdietsehat account posts or not. After that, the researcher began asking questions about the audience's views on the @komunitasietsehat account. In the context of reception, perception acts as the starting point of the stimulus reception process resulting from sensing. Sensing allows a person to connect with the outside world and perceive objects or events.

From the results of the interview, the researcher asked questions related to audience knowledge of the dieting lifestyle. From the data prepared by researchers, most informants have learned about the dieting lifestyle from other media such as tiktok and telegram. However, there are several informants who stated that they did not know about the dieting lifestyle on the @komunitasdietsehat Instagram

account posts, as said by RA, IN and RN. Other informants BA know the dieting lifestyle but do not follow posts about the dieting lifestyle on the @komunitasdietsihat Instagram account posts. The audience's understanding of the dieting lifestyle by informants varies from one to another. Even so, the average informant shows positive results because they already know the dieting lifestyle. According to (Zulfadli, 2022) if the response is positive then the audience tends to like or approach the object to understand something when there is a positive response. In the perception process, researchers asked informants questions about their perceptions of posts about the dieting lifestyle on the Instagram account @komunitasdietsihat. Perception is an experience gained from an event by combining data and interpreting messages. Researchers asked questions to informants and all informants stated that they were interested in seeing posts on the @komunitasdietsihat Instagram account because the visualization of the @komunitasdietsihat account posts was neat and made it easier for followers to understand the delivery of the contents of the posts. Not only that, the @komunitasdietsihat account is one of the accounts about dieting that has many followers on Instagram, therefore IJ started following the @komunitasdietsihat account. This is in accordance with what is said by (Zulfadli, 2022) that social media has a very strong effect on society. This opinion is supported by the fact that the level of public consumption of social media is very high. In addition, 4 other informants stated that they wanted to know more up-to-date information from the @komunitasdietsihat account about diet lifestyle and healthy diet, so they entered the KDS account chat group in the telegram application.

Thinking, is a mental process in which information in memory is transformed to form ideas, solve problems, or make decisions. In knowing people's thoughts about posts on the @komunitasdietsihat Instagram account regarding the dieting lifestyle, researchers asked questions about thoughts to followers of the @komunitasdietsihat Instagram account. Posts about the dieting lifestyle on the @komunitasdietsihat Instagram account are a place to provide information about a healthy diet lifestyle, but it is necessary to see self-restrictions to understand to what extent to carry out a diet lifestyle, and must be able to limit what will be accepted and conveyed by the public on social media. The other four informants were interested in joining the telegram chat group because they wanted to get more information about a healthy lifestyle, and some of them chose to just look at some of the posts to find out about the diet lifestyle and the before after success of someone running a diet. As said by RDA and SW, they argue that posts from the Instagram account @komunitasdietsihat are very helpful in carrying out a diet, because there is a lot of information about good and correct health and exercise. Not only that, informant IJ stated that he felt helped by meeting the @komunitasdietsihat account because he felt more motivated and wanted to realize his desire to shape his body to be ideal. Another opinion was also conveyed by SFC, he reasoned that he wanted to try to do a diet lifestyle, so he tried to follow the @komunitasdietsihat account. Informants AS and AB also said that the reason for following the @komunitasdietsihat Instagram account is because they feel helped by the content of the posts made by the @komunitasdietsihat account because it is about the diet lifestyle and can be accessed and viewed anywhere. In this case, the informant pays more attention to the posts of the @komunitasdietsihat Instagram account, this shows that posts about the dieting lifestyle on the @komunitasdietsihat account are able to attract the attention of followers to see photos and videos uploaded on Instagram.

Preference, refers to a person's tendency to choose certain circumstances or options over others. Preference here can also be interpreted as a thought from perception to compare one object with another.

From the results of interviews with informants, all informants have followed accounts about the dieting lifestyle other than the @komunitasdietsihat account, because they want to find and see information about the dieting lifestyle and compare the @komunitasdietsihat Instagram account with accounts about other dieting lifestyles. This is as said by RDA and SW, they have been followers of the @komunitasdietsihat account since 2022, they apply a healthy diet lifestyle such as the information provided through the @komunitasdietsihat account posts, they feel helped by the existence of this @komunitasdietsihat account, but in contrast to informants AB and IJ, they think that the posts on the @komunitasdietsihat account are good and innovative, but because there are many other accounts that are equally educating about dieting, from this it makes them move to see and practice information from other account posts. Based on these results, the average audience's preference to want and receive information on dieting lifestyle posts on the @komunitasdietsihat Instagram account is acceptable, but some of the informants have their own opinions from previous experiences, as a result they still often compare with other accounts.

Interpretation is the process of giving meaning to information obtained through perception. From some informants' responses regarding their interpretation of posts about the dieting lifestyle on the Instagram account @komunitasdietsihat. The results of the researcher's interview with informants felt helped in fulfilling the need to carry out a healthy dieting and dieting lifestyle. From the side of followers who actively see the information provided by the KDS account, they also think that the @komunitasdietsihat account provides good education and information. They can understand symbols and signs through @komunitasdietsihat account posts. For example, like informant AS, he felt that posts on the @komunitasdietsihat Instagram account could provide motivation for him through video reels of someone's diet success. Informant SW also felt helped by the posts from the @komunitasdietsihat account because according to him the content provided was light and easy to understand so that it was easy to practice and digest well. Informant RDA also feels helped by the existence of the @komunitasdietsihat account, in addition to providing information, the KDS account also encourages him to continue to have a healthy diet.

After conducting interviews with informants who have been selected according to the specified criteria, the researcher then concludes the data that the response of each informant varies depending on the individual when receiving stimuli from the media (Zulfadli, 2022). Furthermore, this data will be processed and analyzed to find out the reception and acceptance of messages regarding posts about the diet lifestyle on the Instagram account @komunitasdietsihat. Audiences as recipients of messages have gone through the process of decoding the messages in the @komunitasdietsihat Instagram account posts regarding the dieting lifestyle which will produce viewpoints based on their personal understanding, experience and opinions. The interview results are shown in table 2 below:

Instagram Account of the Source	The Dominant - Hegemonic Position	The Negotiated - Code Position	The Oppositional Code
@angbayy	√		
@crmlnanda		√	
@rahy24x	√		
@haiitsrani	√		
@kapalulangalik		√	
@hhyvraaaa	√		
@srflrc		√	
@telosky	√		
@hana nara		√	
@es.dorder			√

The reception results are used to determine the audience's position according to Stuart Hall's categorization: dominant-hegemonic, negotiated or oppositional.

a. Dominant-Hegemonic

This position is a situation where the media conveys its message using the dominant cultural code in society (Hasdiana, 2018). The results of the interview show that the audience fully accepts and even agrees with what the message producer wants, namely the upload of posts from the Instagram account @komunitasdietsihat regarding the dieting lifestyle. This position is in accordance with the findings in the field in the form of information through direct interviews with informants.

Of the 10 informants, there are six informants who are included in the dominant position, these informants are IJ, RDA, SW, SFC, AS, AB they are all followers of the @komunitasdietsihat Instagram account. They receive messages from posts about the dieting lifestyle without any rejection. Informants get messages from posts uploaded by the @komunitasdietsihat account in the form of before-after motivation, tips and tricks and also how to exercise properly. In other words, the messages conveyed by the Instagram account @komunitasdietsihat are liked by the six informants because they are in accordance with their opinions and experiences, especially since the posts are fully approved and accepted by the informants.

b. The Negotiated code

The interview results show that in this process, audiences understand and interpret the dieting lifestyle in the posts displayed on the @komunitasdietsihat Instagram account. However, audiences have their own opinions and ways of thinking, because audiences interpret things based on their previous experiences. In this study, researchers found four informants who were included in the negotiation position. They are all audiences who are running a lifestyle including RA, IN, RN, BA, the four informants understand the messages conveyed in the @komunitasdietsihat account posts. The four informants do not fully accept, they have their own understanding of the dieting lifestyle on the @komunitasdietsihat Instagram account posts. As RA and IN informants said, they said that the dieting lifestyle displayed on @komunitasdietsihat Instagram posts is very helpful for dieters in achieving ideal weight. However, according to them this should not be done just looking at tips and tricks from Instagram alone, but there must be a companion such as a nutritionist to monitor the state and condition of the body. Likewise with RN and BA, they still cling to their opinions about the dieting lifestyle that must be done consistently, and must be with proper training so as not to cause risks. Because according to IN, if the diet is done carelessly or in an extreme way, it will result in risks to health. According to (Alamsyah, 2020) informants mix the results of their interpretations with certain social practices they have experienced. This happens because audiences not only receive messages, but can also produce messages conveyed in the media (Milatishofa et al., 2021).

c. Oppositional Code

In this process, audiences understand the messages implied in the media they consume, but they reject or see them in a different way. Researchers found that none of the 10 informants chose the oppositional position because they all accepted the dieting lifestyle on the @komunitasdietsihat account. Informants have different acceptance of dieting lifestyle posts on the @komunitasdietsihat

account. Overall, the researcher found that the research informants could understand and interpret the posts on the @komunitasidetsehat Instagram account about the dieting lifestyle because they could give their opinions about the posts. Audiences see posts about the dieting lifestyle displayed on the @komunitasidetsehat Instagram account with two different receptions as a lifestyle that is synonymous with changing diets and ways to lose weight. On the other hand, there is a reception that it needs to be done with consistency, intention and done professionally in order to avoid future risks if done carelessly. Informants stated that dieting can be done by everyone and the key to dieting is consistency. In addition, some informants stated that the Instagram account @komunitasdietsehat provides benefits for people who want to diet, because the @komunitasdietsehat account often shares tips and tricks about dieting and also other things that can be a lesson for people fighting for an ideal body.

IV.CONCLUSIONS

Based on the results of the research that has been carried out regarding the reception of khaklayak towards the dieting lifestyle on the Instagram account posts @komunitasdietsehat, it produces three conclusions. During the interview, the researcher asked questions about the supporting indicators formed such as perception, thinking, preference, and interpretation. The research results include the following:

1. In this study, it was found that there were no informants who entered into the Opposition code position, six other informants entered into the Hegemony Dominant position, and four other informants entered into the Negotiation position. The Hegemony Dominant position is that the audience can understand the delivery of the dieting lifestyle on the @komunitasdietsehat Instagram account posts, with posts about tips and tricks and also videos of diet success from others. Then in the Negotiation code position because according to informants, posts on the @komunitasdietsehat account can help in overcoming someone in carrying out a diet and achieving an ideal body, not just imitating someone's success, but the diet lifestyle can actually also be done according to the portion of each body. Not only that, there is a lot of motivation that can be used as a reference to continue to be consistent in carrying out dieting.
2. Receptions from followers and non-followers of the @komunitasdietsehat Instagram account have a positive reception of the dieting lifestyle in the @komunitasdietsehat account posts. This is because informants get the benefits of posts on the @komunitasdietsehat account to create an ideal body and as motivation in carrying out dieting.
3. The impact given by followers and non-followers of the @komunitasdietsehat account is positive, because they can add insight into dieting and a healthy lifestyle, not only that they also get encouragement to be able to remain consistent in running a diet and achieving an ideal body.

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