

ABSTRAK

Prediksi tenggelamnya Jakarta telah menjadi isu yang banyak diberitakan media daring, salah satunya Kompas.com. Penelitian ini bertujuan untuk menganalisis bagaimana warga Muara Angke, Jakarta Utara, memaknai pemberitaan prediksi Jakarta tenggelam di media *online* Kompas.com. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan metode analisis resepsi berdasarkan teori *encoding-decoding* dari Stuart Hall, yang membagi posisi khalayak menjadi tiga posisi: *dominant hegemonic*, *negotiated*, dan *oppositional*. Data diperoleh melalui wawancara terhadap 10 informan yang telah membaca minimal satu dari delapan artikel Kompas.com terkait prediksi Jakarta tenggelam pada periode 2023- 2025. Hasil penelitian menunjukkan bahwa mayoritas warga berada pada posisi *negotiated*, yakni mereka menerima sebagian pesan media tetapi tetap menyaring berdasarkan pengalaman pribadi dan kondisi sosial-ekonomi di lingkungan mereka. Selain itu, pemberitaan media tidak hanya dipahami sebagai ancaman, tetapi juga sebagai dorongan untuk beradaptasi dan mengambil tindakan mitigasi seperti meninggikan bangunan rumah dan mendukung pembangunan tanggul.

Kata kunci: Analisis resepsi, Kompas.com, Muara Angke, prediksi Jakarta tenggelam

ABSTRACT

Predictions of Jakarta sinking have been widely reported in online media, including Kompas.com. This study aims to analyze how residents of Muara Angke, North Jakarta, interpret reports of Jakarta sinking on the Kompas.com website. This study employs a descriptive, qualitative approach using reception analysis based on Stuart Hall's encoding-decoding theory, which categorizes the audience into three positions: dominant-hegemonic, negotiated, and oppositional. Data was collected through interviews with 10 informants who had read at least one of the eight Kompas.com articles related to the prediction of Jakarta's sinking during the period 2023-2025. The results of the study indicate that the majority of residents are in a negotiated position, meaning they accept some of the media's messages but still filter them through their personal experiences and the socio-economic conditions in their environment. Additionally, media coverage is perceived not only as a threat but also as an incentive to adapt and take mitigation actions, such as raising house structures and supporting the construction of dikes. This study concludes that Kompas.com's coverage of environmental issues would be more effective if it considers local contexts and directly incorporates community experiences.

Keywords: Reception analysis, Kompas.com, Muara Angke, Jakarta sinking prediction