

# **BULLYING IN FILM: RECEPTION ANALYSIS OF "PESBUKERS COMEDY ON ANTV"**

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## **Abstract**

The study is based on moral argument issues about bullying on the television show *Pesbukers* episode 14 on March 1, 2019. There is a shift in value at the event where expressions of insult, harassment, intimidation, violation of social norms, and demeaning people are considered taboo, this event is considered a normal thing and even seems proud, cool, and trendy for someone who does it. The audience can give various meanings to the *pesbukers* TV program and be adapted it to their daily lives. The study aimed to describe the audience's reception of the bullying act at the *Pesbukers* event using Stuart Hall encoding-decoding reception analysis. This research uses descriptive qualitative research methods using Stuart Hall's reception analysis. Reception analysis will focus on the meeting between the text and the reader or in other words the media and audience. Reception analysis views the audience as producers of meaning who actively create meaning, not just as consumers of media content. The results showed that each informant was in three positions, dominant reading, negotiated reading, and oppositional reading. Dominant reading is dominated by children, negotiated reading is dominated by teenagers, and oppositional reading is dominated by parents/adults. Researchers found that these events by television comedy *Pesbukers* in the form of bullying, jokes, ridicule, drama, and entertainment can damage children's morale and mentality in their daily lives, both at school, a home, and playing because they are in the dominant reading position.

**Keywords:** *bullying, Pesbukers, reception analysis*

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## **INTRODUCTION**

Catastrophe or the nation's moral wrecking machine in describing comedy shows on Indonesian television today. Behind the event that smoked, making the audience happy and laughing loosely there was a transformation, a shift in values that in an instant can damage the morals and morals of the Indonesian nation (Nizomi, 2018). Television is one of the mass communication institutions that is not much different from other types of business. They both have a goal to make a profit (Herawati, 2015). The television show is considered to have achieved a lot of ratings. So that the rating becomes the goal of every television show including comedy shows regardless of the content of the show (Herawati,

2015). Television also has an impact on the future behavior of the audience both negative and positive impacts (Desti, 2005).

Television comedy very often presents shows that contain a lot of bullying (Widyanto, 2019). One of the television shows that aired the scene was the *Pesbukers* program (Octavia et al., 2014). KH. Masduki Baidlowi as Chairman of Majelis Ulama Indonesia (MUI) for Information and Communication has called for the event program to be stopped because it shows negative content (Suara.com, 2019). Mayong Suryo Laksono, Commissioner of KPI (Indonesian Broadcasting Commission) said he would impose sanctions on *pesbukers* if they still violated the norms of decency (Indonesia, 2019). *Pesbukers* episode 15 in March 2019 is one of the episodes that contain the most bullying content. The cast of the show is Raffi Ahmad, Ayu Ting-Ting, Parto, Melani Ricardo, Amel Alvi, Ruben Onsu, Anwar, and assisted by four women wearing pants and black leather jackets (ANTV Official, 2019).

This review is based on moral argument issues about bullying in television comedy, especially on *Pesbukers* episode 14 on March 1, 2019 (N.F et al., 2020). There was a shift in value at the event where expressions of insult, harassment, intimidation, and demeaning people were previously considered taboo and were a violation of religious norms and social norms but at the event the, phrase was considered ordinary even seemed proud, cool, and trendy for someone who did it. Moreover, the action is played by public figures, artists who are idolized by many Indonesian people, then whatever actions and narratives they express can form new opinions and paradigms in society. Because these artists for society are a model ranging from how to dress, how to speak, vocabulary selection, money, and joke models, and so on (Maisah 2020). Furthermore, this study is based on hadith texts related to the phenomenon of comedy *Pesbukers* Bullying by joking, the Prophet forbids his people to blaspheme and bullying even in the form of joking (Salda, 2020).

So far, studies on bullying have been widely conducted by researchers. There are at least three ways of research trends, namely preventive bullying measures. First, the research of Siti Maisah (2020) from UIN Sunan Kalijaga Yogyakarta with the title "Bullying in the Perspective of Islamic Education." Maisah explained that the role of parents and teachers is very important in controlling children's behavior (Maisah, 2020). Second, Hertika Nanda Putri's study with the title "Factors Related to Bullying Behavior in Adolescents" explains that the occurrence of bullying is caused by gender, personality type, confidence, school climate, peer social (Putri et al., 2016). Third, Aprilia Ramadhani's study themed "Depression in Adolescent Victims of Bullying" explains that men are more likely to experience bullying than women. The difference between the study and the research conducted by the author lies in the case study or material object. So it has been clear from the three studies above that the study on bullying in television comedy case study *Pesbukers* episode 15 dated March 1, 2019, is a study that escaped and has not been touched by researchers before (Rijal & Syahputra, 2021).

This paper aims to complement the literature that the author describes above, by proposing two formulations of problems, first, how does the effect of *Pesbukers* audience behavior? Second, how does the reception of the audience see the phenomenon of *Pesbukers* comedy? Both questions will be the focal point of the study in this article. In describing the problem, the author uses reception analysis which is an analysis that bases on awareness or the way the subject receives and understands objects. Reception analysis will focus on the meeting between the text and the audience or in other words the media and audience. Reception analysis views the audience as producers of meaning who actively create meaning, not just consumers of media content. *Pesbukers* scenes include bullying content, and *hadith* text responses in this regard. More dangerous is that they are duplicated by Indonesian teenagers even become a trend, even though the act is not by religious norms and social norms (Tjahyono, 2015).

## LITERATURE REVIEW: STUART HALL'S RECEPTION THEORY

Reception is an activity that occurs when a subject gets content from both print, audiovisual and other media (Purwono, 2014). Once the subject gets the content, the subject then interprets it based on what he understands. The results of interpretation and meaning will largely depend on the cultural, social, and ability of the subject. Simply put, reception analysis is borrowing the brain from others to get information based on one's point of view and meaning. The most famous reception theory was developed by Stuart Hall. Stuart Hall's theory became the benchmark for most reception-based research around the world. According to Stuart Hall quoted by McQuail, what a person means will depend heavily on the social and cultural background that exists in him (McQuail, 1997).

Stuart Hall modeled the reception like an encoding-decoding model. In the process of the encoding-decoding model, the party that delivers the message encodes (encoded) the message in the form of text / audio / visual and then distributed through various media and then captured by the recipient and decoded (translated) again according to his understanding. This is the reception according to Stuart Hall. What is captured and understood by the recipient of the message? According to this theory, messages are encoded according to the perception of their creator, transmitted, and then captured and translated by the receiver according to their understanding or perception. The image below is a model depiction of encoding-decoding by Stuart Hall (Bungin, 2006).

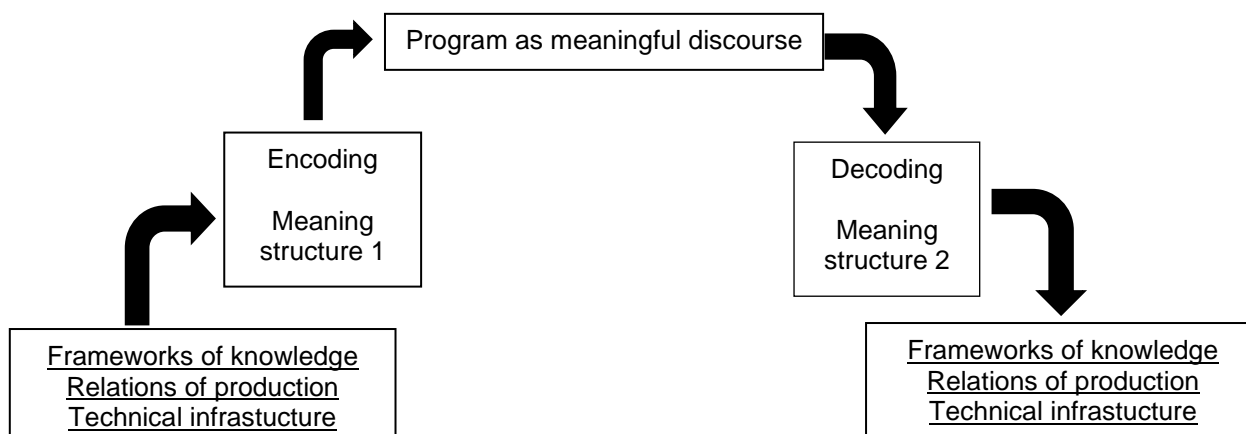


Figure 1: Stuart Hall's Encoding-Decoding Process (1980)

Based on the illustration above, we can see the structure of the encoding-decoding process. We can see and observe in producing a message a sender of messages through several stages to be able to create a message (Salda et al., 2022). The first process is the technical infrastructure which is the basic structure of the message you want to send. After that the process continues relations of production that serves to insert everything that is in line with the message. After the first two processes, we will get a framework of knowledge which is the basic message to be sent. After that continued the meaning structure process to make the message more meaningful. After that then become a meaningful message (Durin, 1993).

Once it becomes a meaningful message, then the meaningful message is distributed to the recipient or commonly called the consumer / reader / listener. By the recipient of the message is then represented to get its meaning. The process on the receiving side is the receiver then breaks down meaningful messages into knowledge frameworks, relation of production and technical infrastructure (Salda et al., 2022). These three things may be different from what the sender is referring to. This depends on the

cultural back, social layer, experience, references and frame of mind of each party either recipient or sender (West, 2009).

In an all-advanced era such as the internet era, the ability of the recipient's audience will certainly be more diverse because the audience has been exposed to a lot of information and sources. Therefore, the reception process will certainly be more diverse, segmented and depending on the condition of the audience. This then causes differences from the sender of the message and the recipient of the message. According to Stuart Hall there are three categories of encoding-decoding concepts when viewed from the meaning of the sender and the understanding of the receiver. The three categories are (Hobson, 1986):

### **Dominant Reading**

The first category is the Dominant Position Hall. In this position what the sender sends and receives the recipient has almost the same meaning (Ariya & Junaedi 2018). This is because the sender and receiver use the same code, culture and background within. This position occurs when the event manufacturer uses generally acceptable codes, so that the recipient will interpret and read the message / sign with the message that has been generally received. For this situation, hypothetically it can be said that there is no difference in interpretation between the producer / sender and the recipient, and among the recipients themselves that vary hypothetically can also be said to have the same interpretation or reading of the same sign (Febrian, 2012). An example of this is as in society stealing is a bad deed in the agreement of the community. So when someone inserts a message someone commits an act of theft then the agreement of the sender and receiver of the message must be the same that the perpetrator did something bad (Salda et al., 2022).

### **Negotiated Reading**

The second category is the absence of dominant readings. The conditions that occur in the form of any code submitted by the manufacturer, are interpreted continuously between the two parties. The producer here also uses a political code or belief that belongs to the audience, but when accepted by the audience is not read in a general sense, but the audience will use those beliefs and beliefs and be compromised with the codes provided by the manufacturer (Toni & Fajariko, 2017). Negotiating position, this happens when a message sent some are received there are rejected. This happens because there are some socio-cultural differences. In this case an example is when in Indonesia there is someone who sends a message containing that the congregational *Subh* prayer in the mosque is good and must use qunut prayer. Then the people of Indonesia will agree some (congregational prayers are good) and reject some (must use qunut). Having to use qunut will certainly depend on the subject of the recipient. The background, social and culture of the recipient as to what will determine whether this message is received or not.

### **Oppositional Reading**

The last position is the opposition position. The reading position of the third type is the opposite of the first position. In the position of the first reading, the audience is provided with a general interpretation and live in general, and hypothetically the same as what the manufacturer wants to convey (Fadhel, 2018). Meanwhile, in this third position, the recipient will signal differently or read in contrast to what the audience wants to convey.

This reading of opposition arises if the producer does not use the cultural frame of reference or political beliefs of the reader's audience, so the recipient will use his own cultural or political framework.

These three positions will be the basis of the classification of response analysis in this study. The factors that affect the position of the audience in perceiving the message from the sender can be explained through differences in the perspective of the audience / recipient.

## **Bullying**

The word bullying comes from the English word bull which means fortress that likes to stir to and fro. Etymologically the word bull means a person who likes to hold a weaker person (Mohammad Faiz, 2018). Terminology is a desire to hurt that is manifested in the form of action. Usually done by individuals or groups who have power to groups and individuals who are weak and done with feelings of pleasure (Julia, 2017). Bullying is both verbal and non-verbal violence aimed at injuring or damaging others, whether in the form of physical, mental, social, or economic attacks (Sari, 2019). There are three types of bullying, namely verbal bullying, physical bullying and psychological mental bullying (Sari, 2019). Verbal bullying is a verbal act in which the perpetrator conducts a dialogue that complains of insults, harassment, cursing, dubbing, demeaning others, including mental abuse, abuse, labelling, and scapegoating (Alam, 2019). Verbal abuse occurs intentionally but is generally more done unconsciously or unintentionally. This happens because individuals sometimes do not realize that what they do is a violence because they think it is normal and a joke (Wardah, 2019). Based on the description above, it can be stated that a child's acceptance of an event from various sources can have an impact on the form of interpretation that continues in practice throughout life. especially in the dominant reading form category.

## **METHOD**

The method used by researchers in this study is a descriptive qualitative research method using Stuart Hall's reception analysis. Reception analysis will focus on meetings between text and readers or in other words media or audience (Ramadhan & Kurnia 2020). The method used by researchers in this study is a descriptive qualitative research method using Stuart Hall's reception analysis. Reception analysis will focus on meetings between text and readers or in other words media or audience (Nugroho et al., 2014). Audiences interpret media texts according to their socio-cultural conditions and are also influenced by their personal experiences (Ramadhini et al., 2015). The paradigm used by researchers is the constructivist paradigm, because researchers want to know how the audience or audience of *Pesbukers* films on ANTV in receiving bullying content messages presented in the comedy film. Taking into account the various aspects that influence the audience in constructing the message received from the film where the audience will then be grouped in three audience positions put forward by Stuart Hall. Data collection was carried out through the stages of determining the research object, determining the materials to be studied, determining the categories to be studied, determining the unit of analysis, selecting research samples, making coding frameworks, coding content analysis, testing instruments, training coding officers, coding data, analyzing data, and making research reports (Haryati, 2012).

## RESULT

### *Pesbukers*

*Pesbukers* is a comedy show that aired on ANTV and became one of the most popular variety show programs by audiences. In the beginning *Pesbukers* only aired in the fasting month. Then saw the ratings and fans were quite high then ANTV continued the program to become an ANTV's main program. *Pesbukers* first aired on July 25, 2011, aired live from Monday to Friday at 16.00-17.30 (Maisah, 2020). *Pesbukers* has succeeded in achieving the feat with five Panasonic Gobel Awards from 2013, to 2017 with the best comedy category and most recently as the winner of the 2018 Comedy Panasonic Gobel Program Entertainment, Variety & Talkshow Nominations. The event became a favorite of one of them because the players were favorite artists namely Raffi Ahmad, Jessica Iskandar, Opie Mustache, Ayu Ting Ting, Kartika Putri, Sapri and brought guest stars who were again viral and discussed publicly.

Over time *Pesbukers* event which has become a favorite program featured many aired scenes and dialogue that violate the broadcasting code of ethics. As for the inappropriate scenes such as insulting each other, harassing, demeaning, kissing, hugging, physical humiliation, erotic dance, scantily clad, boasting beauty of the body, language that contains sensual elements (Nizomi, 2018). The program has repeatedly received reprimands from KPI (Indonesian Broadcasting Commission) regarding scenes containing negatives. The KPI asked ANTV to make fundamental improvements to the content of the "*Pesbukers*" event (Wijayanti, 2019).

According to a report from the National Police Headquarters that there were 966 cases of body shaming throughout Indonesia in 2018. According to a survey conducted by Body Peace Resolution found the results of 94% of young women experiencing body shaming treatment and 64% of young men (Simon et al., 2021). According to data from the Indonesian Child Protection Commission (KPAI), from 2011 to 2016 there were about 235 cases of bullying, consisting of 122 children who were victims and 131 children who were perpetrators. In 2018 KPAI mentioned out of a total of 455 cases in the field of education in the form of verbal and physical bullying. Based on data compiled from the United Nations (UN) estimates 95% of aggressive behavior, harassment, use of harsh words, demeaning, and exploitation of photos targeting women (Wijayanti, 2019). Nadiem Makarim, the Minister of Education, said that the bullying case that is currently happening is a very sad phenomenon. He asked that we honestly see what really happened in the school and we must immediately overcome it (Indonesia, 2019).

ANTV *Pesbukers* episode 15 on March 1, 2019 (Prasetyo, 2019) is one of the episodes that contain the most bullying content both in the form of mocking or insulting acts (body shaming) In this episode also the *Pesbukers* show has received a rebuke from the KPI (N.F et al., 2020). In the episode the cast is Raffi Ahmad, Ayu Ting-Ting, Eko Patrio, Melani Ricardo, Amel Alfi, Ruben Onsu, Anwar and assisted by 4 women wearing black leather pants and jackets, they as supporting actors (Official, 2019). Below the author will show a screenshot of the official YouTube from ANTV Official on *Pesbukers* episode 15 on March 1, 2019 which is 1:42:14 and has been watched by more than 86,337 netizens. And obtained netizen ratings with 'Likes' as many as 542 and 'Dislikes' as many as 72 (Official, 2019).

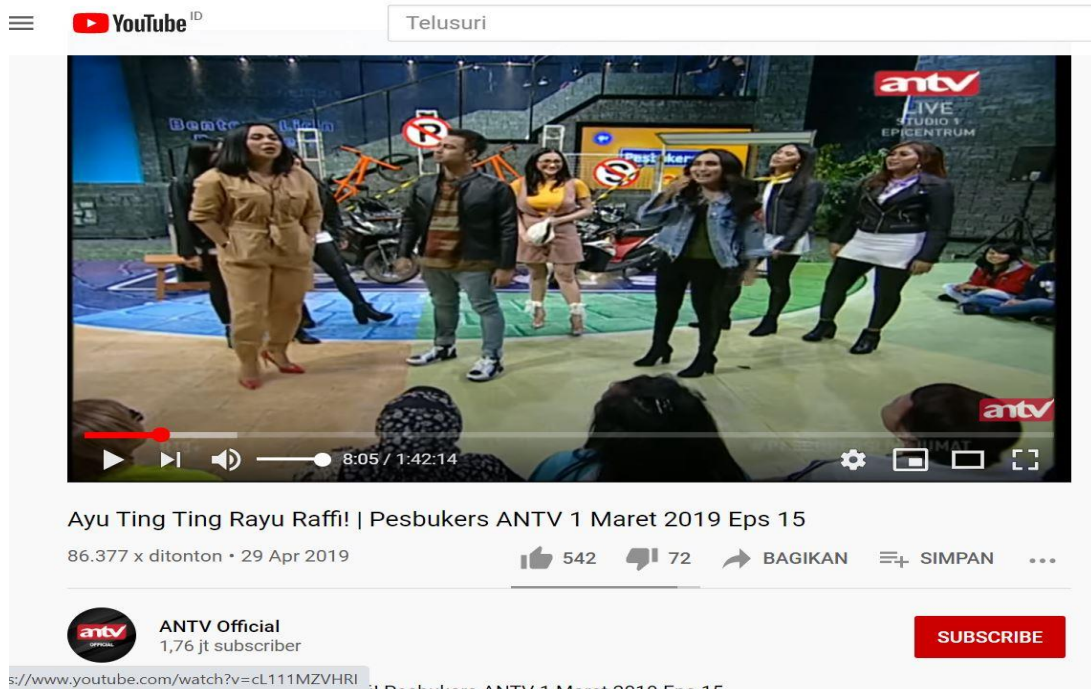


FIGURE 1 Video of bullying case on ANTV's *Pesbukers* show

In the show from the first minute there has been an act of bullying in the form of insults of economic status and social status and physical humiliation or body shaming until the end of the event. Below the author will detail one by one each bullying scene and what types of bullying occurred in the episode in the form of the following table (Official, 2019):

TABLE 1 Body shaming and conversations of bullies

NUMBER	MINUTE	PERP	VICTIM	BULLIYING SPEECH
1	Minutes to 3:26 (Social Humiliation)	Raffi Ahmad	Eko Patrio	"Eh kenalin, gue anak motor, lu anak hilang ya" (Hey, I'm a motorcycle gang, are you a missing child?) "Dia sukanya yang gede-gede motornya, lo kan motor bebek beda levelnya" (He likes big motorbikes; you have a duck motorbike, it a different level)
2	Minutes to 3:39 (Economic Humiliation)	Raffi Ahmad	Eko Patrio	"Raffi mengatakan maaf dada amel seperti air bag" (Raffi said sorry and that his chest was like an airbag)
3	Minutes to 4:04 (Physical Humiliation)	Raffi Ahmad	Eko Patrio	"Dia begini pantes jadi anak motor kalau begini lo jadi pelatih ikan pesut." (He deserves to be a motorcycle gang while you become a dolphin trainer)
4	Minutes to 6:42 (Physical Humiliation)	Raffi Ahmad	Melani Ricardo	"Eh lu mah bukan kutu buku tapi kutu busuk." (Uh, you're not a bookworm but a bedbug)
5	Minutes to 8:37 (Social Humiliation)	Melani Ricardo	Amel Alvi	

to be continue ...

... continuation

6	Minutes to 8:51 (Physical Humiliation)	Melani	Amel Alvi	<p><i>"Perasaan kalo ada di sebelah Amel itu sudah kayak tahun baru, banyak balonnya." [Yang di maksud balon disini adalah maaf buah dada si Amel besar besar seperti balon.]</i></p> <p><i>"The feeling nearby to Amel is like a new year, Lots of balloons." [What balloons mean here is sorry Amel's breasts are as big as balloons]</i></p> <p><i>" hadeh...hadeh...lo ngomongin Sapri kepala gue jadi korengan". (you're talking about Sapri my head is scabby)</i></p>
7	Minutes to 9:11 (Social Humiliation)	Melani Ricardo	Ayu Ting-Ting	<p><i>"Ayu Mungil kayak biji pete". (Ayu Tiny like a banana seed)</i></p>
8	Minutes to 10:04 (Physical Humiliation)	Melani Ricardo	Ayu Ting-Ting	<p><i>soalnya kemarin pas gua di toilet trus gua lihat ke bawah, eh ada Anwar dibawah". (because yesterday when I was in the toilet I kept looking down, uh there was Anwar downstairs)</i></p>
9	Minutes to 15:25 (Social Humiliation)	Melani Ricardo	Anwar	<p><i>Ayu Ting-Ting menjawab " masa anak gua melar banget" Ayu Ting Ting answered "My childhood is so stretched."</i></p>
10	Minutes to 18:11 (Physical Humiliation)	Ayu Ting-Ting	Pemeran badan gemuk	<p><i>" lo mau nyelametin Raffi? lo nggak salah badan lo segede itu" (do you want to save Raffi? Are you sure in that body)</i></p>
11	Minutes to 18:37 (Physical Humiliation)	Ayu Ting-Ting	Pemeran pembantu gemuk	<p><i>" cut-cut...lo kenapa lembek banget, lo kayak tape". why is it so soft, you're like a tape</i></p>
12	Minutes to 48:04 (Physical Humiliation)	Raffi Ahmad	Ruben Onsu	

From the table above has been explained there are many acts of bullying either in the form of verbal violence or body shaming or physical violence. In the table it is recorded that there are four times there is a social status insult, one insult of economic status, 77 times physical humiliation. And in total all at least 12 acts of bullying in a duration of less than 1.5 hours (Official, 2019). From the table above we can see how often there are acts of bullying in one Pesbukers show. In the episode each player throws speeches that almost always contain elements of bullying, it seems strange if a player in his role does not throw sentences or jokes that do not contain the element of bullying seems stiff and less attractive. Because Pesbukers players are invited for that purpose, in order to increase the rating of the event and get a lot of advertisers at high rates.

Researchers used a reception analysis of comedy shows (Pesbukers) aired by an ANTV television broadcast introduced by Stuart Hall when explaining the process of decoding by audiences in his cultural studies. Researchers focused more on decoding carried out by the subject. How the subject interprets bullying in his daily life so that the acceptance of the act of bullying is aired by an ANTV television broadcast as a subject. It is also explained in audience reception theory that the audience in relation to interacting with the media text conducts activities to receive and use the content of the message conveyed by the media. Reception analysis in this study emphasizes the process of decoding or meaning carried out by pesbukers artists so as to produce the acceptance of bullying in everyday life (Rijal, 2019).



## **Decoding Messages**

Researchers used the decoding process described by Morrison when describing a cultural study by Stuart Hall, which is when audiences decoding, factors such as age, gender, education and also experiences in the community influence the audience when interpreting the message. Purwodarminto explained that perception is a direct response to an absorption or the process of a person knowing several things through sensing, as well as according to F. Verdeber perception is the process of interpreting information obtained sensorily. Perceptions are the responses and effects of informants to bullying that support informants in receiving bullying in their daily lives. Perception first arises through the informant's first impression when he sees bullying for the first time. *Tanyangan* or it leaves its own impression in the mind of the informant so that there is special attention and interest in bullying. The emergence of informant attention to bullying is also inseparable from the role of bullying itself. Something that can attract the attention of informants usually has prominent traits such as funny, entertainment, movement, look, novelty, repetition and joking. Informants can give a first impression to bullying because the process of catching through his five senses to the act of bullying is seen from these angles.

Things like visuals, movements, jokes, and repetition are something that can attract the attention of informants so that they can give an impression of bullying. In terms of visual appearance of *pesbukers* artists can attract the attention of netizens, in terms of jokes and movements can be seen from activities that mimic this bullying action, while in terms of repetition is the intensity of individuals in Indonesian society in consuming bullying in *Pesbukers*. So that these factors have an influence on the acceptance of bullying culture in the daily life of Indonesian people. The informant's interest in certain aspects can also affect the informant's perception of bullying actions, because those interests can encourage the informant to increasingly accept bullying actions in his daily life. Like some people who watch *Pesbukers* see a difference in bullying at the event in terms of packaging that is considered unique, funny and also in terms of achievements obtained by *Pesbukers* and the artists who play on the show. The success of *Pesbukers* that makes *Pesbukers* look different and superior to informants who fully support the entertainment world *pesbukers*.

The next factor that affects decoding is thinking which is the action of the individual in weighing up until finally making a decision. The factor that influences informants in making a decision to still accept *pesbukers* events until now is a strong push in the informant who solidifies the informant with his choice of consistently watching *Pesbukers*. Indonesian society until finally really received the question of *Pesbukers* of course after the thought process. The motivation of each informant also has a big influence on the decisions that are then taken by the informant, namely the decision to still accept *Pesbukers* in their daily lives until now. Motivation is seen by researchers as having an influence when informants like and accept *Pesbukers*, the level of likes and acceptance of *Pesbukers* may decrease or increase. The consistency of the informants in the *Pesbukers* line is certainly influenced by the things that solidify them in accepting *Pesbukers*.

The next factor is the interpretation that is defined as stimuli with other stimuli so that they become a meaningful whole. From this view, researchers argue that the interpretation combines the informant's past experience before liking *pesbukers* with newly acquired experiences or when they already like *pesbukers* to be one of the people in managing information so that interpretations are formed to *pesbukers* that also affect the acceptance of informants to the *pesbukers* event. Interpretation deals with experience and value systems in an informant environment. The experience of informants past and present supports informants in the acceptance of *Pesbukers* as changes occur in informants. Researchers saw several informants give their own value to their changes such as psyche, mental and attitude. Increasing existence and increased viewership on

Pesbukers shows that keep informants watching Pesbukers because they feel the change has a negative impact on each informant.

A study conducted by Fransisca Asteria et al. with the title "*The Impact of Verbal Violence In Pesbukers Comedy Episodes 14-16 Of 2019 For 10-Year-Olds*" (Asteria et al., 2020). The results of the study mentioned that most 10-year-olds who watch Pesbukers tend to like to imitate the words spoken by Pesbukers players. These words are not only often used by children when joking with friends but also when they are angry and emotional. They used these words eventually as if there was nothing strange and taboo. Plus there is a welcome of laughter and replies from his peers (Asteria et al., 2020).

## CONCLUSSION

The acceptance of Pesbukers by informants begins from the process of decoding bullying carried out by informants on pesbukers. As in the unit of perception of informants doing acceptance to Pesbukers starts from the attraction to Pesbukers through the things that stand out from Pesbukers in the form of bullying, jokes, banter, drama, and entertainment. Internal factors, namely the interest of informants and external factors derived from Pesbukers also participate in influencing the acceptance of informants to Pesbukers. From the unit of thought, the motivation of the informants derived from the informant and from the environment around the informant affects the informant's acceptance of pesbukers. From the interpretation unit itself, the experience before liking Pesbukers is supported by experience after liking Pesbukers who are felt by informants to provide negative changes to each informant also affect the recipient of informants on Pesbukers. Social situations in the informant's environment such as the suitability of friends and the audience environment around the informant also affect the informant's acceptance of pesbukers.

In accordance with the purpose of this study, which is to know the position of the audience according to three positions of readers according to Stuart Hall to bullying scenes aired by Pesbukers on ANTV television, namely:

1. First, the informant is in the position of Dominant Reading. That is the situation where some audiences are more receptive to Pesbukers because Pesbukers are in line with the things they like and then fully accept Pesbukers in their daily lives so that they can be categorized as Dominant Reading.
2. Second, there are some who are included in the negotiated reading position. Informants belonging to the Negotiated Reading type do not fully take up the position offered by Pesbukers. It can be said that informants who are in negotiated reading positions, understand almost everything that pesbukers air, but they can reject some parts that they think are not appropriate and accept the parts they deem appropriate. It is influenced by the socio-cultural background of different informants.
3. Third, there are mostly informants who are in oppositional reading positions. Informants reject pesbukers, the show does not reflect impressions that are educated and contain the most bullying content and are fatal to children who watch it.

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