

ABSTRAK

Skripsi dengan judul “Resepsi Mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung terhadap Gaya Hidup Konsumtif pada Serial Drama Pay Later” ini ditulis oleh Firda Zahrotun Nisa, NIM.126304213181, dengan pembimbing Aminatul Ummah, M.Pd.

Kata Kunci: Resepsi, Gaya Hidup Konsumtif, Stuart Hall, Serial Drama, Pay Later.

Penelitian ini dilatarbelakangi oleh meningkatnya fenomena gaya hidup konsumtif di kalangan generasi muda, khususnya mahasiswa, sebagai akibat dari perkembangan teknologi dan media digital. Pengaruh konten media sosial, paparan iklan dan tren belanja daring telah mendorong pola konsumsi yang cenderung impulsif dan tidak terkontrol.

Penelitian ini bertujuan untuk menggali resepsi mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung terhadap gaya hidup konsumtif pada tayangan di media visual terutama pada serial drama *Pay Later*. Selain itu untuk mengetahui faktor atau alasan informan yang mempengaruhi resepsi pada tayangan serial drama.

Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis resepsi Stuart Hall yang membagi posisi audiens dalam tiga kategori yaitu *dominant-hegemonig*, *negotiated* dan *oppositional*, dengan melakukan wawancara mendalam pada mahasiswa UIN Sayyid Ali Rahmatullah Tulungagung yang sudah menonton serial drama *Pay Later* dan mengetahui penggunaan layanan *pay later*.

Hasil penelitian menunjukkan bahwa informan memberikan tanggapan yang beragam sesuai dengan pengalaman pribadi mereka. Informan yang berada pada posisi dominan, artinya ia menyetujui pesan yang disampaikan. Informan yang berada pada posisi oposisi, artinya mereka menolak. Dan informan yang berada pada posisi negosiasi, artinya mereka mempunyai pandangan tersendiri. Sementara faktor yang mempengaruhi resepsi mereka adalah faktor internal (pengalaman dan keyakinan diri) dan faktor eksternal (lingkungan sosial, keluarga, teman).

ABSTRACT

Thesis with the title “Reception of UIN Sayyid Ali Rahmatullah Tulungagung Students towards the Consumptive Lifestyle in the Pay Later Drama Series” was written by Firda Zahrotun Nisa, NIM.126304213181, with the supervisor Aminatul Ummah, M.Pd.

Keywords: Reception, Consumptive Lifestyle, Stuart Hall, Drama Series, Pay Later.

This research is motivated by the increasing phenomenon of consumptive lifestyles among the younger generation, especially students, as a result of the development of technology and digital media. The influence of social media content, exposure to advertisements and online shopping trends has encouraged consumption patterns that tend to be impulsive and uncontrolled.

This study aims to explore the receptions of UIN Sayyid Ali Rahmatullah Tulungagung students towards consumptive lifestyles in shows on visual media, especially in the drama series Pay Later. In addition, to find out the factors or reasons of informants that influence the reception of drama series shows.

This research uses a qualitative approach with Stuart Hall's reception analysis method which divides audience positions into three categories, namely dominant-hegemonig, negotiated and oppositional, by conducting in-depth interviews with UIN Sayyid Ali Rahmatullah Tulungagung students who have watched the Pay Later drama series and know the use of pay later services.

The results of the study show that informants gave varied responses based on their personal experiences. Informants who were in a dominant position agreed with the message conveyed. Informants who were in an oppositional position rejected it. And informants who were in a negotiating position had their own views. Meanwhile, the factors influencing their reception are internal factors (experience and self-confidence) and external factors (social environment, family, friends).