

ABSTRAK

Penelitian ini bertujuan menganalisis resepsi pembaca novel *My Little Husband* pada platform Wattpad menggunakan Teori Resepsi Stuart Hall. Novel yang ditulis oleh Matcharaberrys ini telah dibaca 4,2 juta kali dengan 365 ribu vote, menjadikannya salah satu karya populer di Wattpad. Penelitian menggunakan pendekatan kualitatif dengan metode netnografi, melibatkan 10 informan yang dipilih melalui teknik purposive sampling berdasarkan kriteria pembaca aktif novel tersebut. Pengumpulan data dilakukan melalui wawancara mendalam secara *online* via WhatsApp dan analisis kolom komentar pada bab *ending* novel. Teknik analisis data menggunakan model Miles & Huberman yang meliputi reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa resepsi pembaca terbagi dalam tiga posisi: (1) Posisi Hegemoni Dominan, di mana 7 dari 10 informan sepenuhnya menerima dan memahami pesan penulis tentang tema percintaan, persahabatan, dan keluarga; (2) Posisi Negosiasi, di mana 3 informan menerima pesan utama namun melakukan modifikasi berdasarkan nilai dan pengalaman pribadi, terutama terkait *ending* cerita yang dianggap menggantung; (3) Posisi Oposisi ditemukan minimal pada beberapa komentar yang menolak *sad ending* karena tidak sesuai ekspektasi terhadap *genre romance*. Penelitian juga menemukan bahwa media sosial, khususnya TikTok dan Instagram, berperan signifikan dalam penyebaran dan popularitas novel. Resepsi emosional pembaca sangat kuat, terutama perasaan "nyesek" terhadap *ending* cerita. Pembaca juga mengidentifikasi nilai-nilai penting seperti pentingnya keluarga dan ketulusan persahabatan, meskipun tidak semua pembaca merasa *relatable* dengan karakterisasi tokoh utama.

Kata kunci: Resepsi Pembaca, Teori Stuart Hall, Wattpad, Novel Digital, *My Little Husband*

ABSTRACT

This research aims to analyze the reader reception of the novel My Little Husband on the Wattpad platform using Stuart Hall's Reception Theory. The novel written by Matcharasberrys has been read 4.2 million times with 365 thousand votes, making it one of the popular works on Wattpad. The research employs a qualitative approach with netnography method, involving 10 informants selected through purposive sampling technique based on criteria of active readers of the novel. Data collection was conducted through in-depth online interviews via WhatsApp and analysis of comments column in the novel's ending chapter. Data analysis technique uses the Miles & Huberman model which includes data reduction, data presentation, and conclusion drawing. The research findings indicate that reader reception is divided into three positions: (1) Dominant-Hegemonic Position, where 7 out of 10 informants fully accept and understand the author's message about themes of romance, friendship, and family; (2) Negotiated Position, where 3 informants accept the main message but make modifications based on personal values and experiences, particularly regarding the ending which is considered ambiguous; (3) Oppositional Position is minimally found in some comments that reject the sad ending as it does not meet expectations for the romance genre. The research also found that social media, particularly TikTok and Instagram, play a significant role in the dissemination and popularity of the novel. Readers' emotional reception is very strong, especially the feeling of "nyesek" (profound sadness) toward the story's ending. Readers also identify important values such as the importance of family and sincerity in friendship, although not all readers feel relatable to the main character's characterization.

Keywords: Reader Reception, Stuart Hall's Theory, Wattpad, Digital Novel, My Little Husband