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The Reception Analysis of the Content of Many Children Many Sustenance on Instagram @Magdaleneid

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Abstract

Interactive social media allows people to interact with each other and have the right and freedom to express themselves. One of the uploads on Instagram, @magdakeneid, was regarding a statement by a content writer who explained that the proverb 'Many Children, Many Sustenance' is no longer relevant today. This content invites various opinions specifically for women. This study aims to determine the audience's understanding and acceptance of content that contradicts the proverb 'many children, many Sustenance' on social media with the content "Not All Women Relate to the Proverb Many Children, Many Sustenance, Including Me" on Instagram @magdaleneid. This study uses a qualitative method by interviewing eleven informants from the audience who follow and read the Instagram posts of @magdaleneid with different socio-cultural backgrounds. The data obtained were then analyzed using Stuart Hall's reception analysis. The study shows various audience interpretations interpreting the content "Not All Women Relate to the Proverb Many Children, Many Sustenance, Including Me" based on their social and cultural backgrounds. Findings in the field show that 9 out of 11 informants are in a dominant hegemonic position, 1 informant is in a negotiated position, and 1 informant is in an oppositional position. The positions chosen by the informants based on their respective opinions also show that contextual factors influence audience acceptance of media texts. This research is expected to increase public awareness about the impact of social media in spreading and promoting specific messages, including proverbs or narratives related to gender and family issues.

Keywords: *Instagram Magdaleneid, Meaning of many children many sustenances, Stuart Hall reception analysis*

Abstrak

Media sosial yang bersifat interaktif, memungkinkan masyarakat untuk saling berinteraksi serta memiliki hak dan kebebasan untuk berekspresi. Salah satu unggahan dalam media sosial Instagram @magdakeneid mengenai statement oleh seorang content writer yang memaparkan bahwa pepatah 'Banyak Anak Banyak Rezeki' sudah tidak relevan dimasa sekarang. Konten ini mengundang beragam pendapat terkhusus bagi perempuan. Penelitian ini ingin mengetahui pemahaman dan penerimaan audiens terhadap konten yang kontra pada pepatah 'banyak anak banyak rezeki' di media sosial dengan konten "Tak Semua Perempuan Relate Dengan Pepatah Banyak Anak Banyak Rezeki, Termasuk Saya" di instagram @magdaleneid. Penelitian ini menggunakan metode kualitatif dengan melakukan wawancara terhadap sebelas orang informan dari audiens yang mengikuti dan membaca unggahan Instagram @magdaleneid yang memiliki latar belakang sosial budaya berbeda-beda. Data yang diperoleh kemudian dianalisis menggunakan analisis resepsi Stuart Hall. Penelitian menunjukkan hasil bahwa terdapat bermacam-macam interpretasi khalayak dalam memaknai konten "Tak Semua Perempuan Relate Dengan Pepatah Banyak Anak Banyak Rezeki, Termasuk Saya" berdasarkan latar belakang sosial dan budaya mereka. Temuan di lapangan menunjukkan bahwa 9 dari 11 narasumber berada dalam posisi dominant hegemonic, 1 narasumber berada pada negotiated position, dan 1 narasumber berada pada oppositional position. Dengan posisi-posisi yang dipilih oleh narasumber berdasarkan pendapat masing-masing sekaligus menunjukkan bahwa faktor-faktor kontekstual mempengaruhi penerimaan khalayak terhadap teks media. Penelitian ini diharapkan dapat meningkatkan kesadaran masyarakat tentang dampak media sosial dalam menyebarkan dan mempromosikan pesan-pesan tertentu, termasuk pepatah atau narasi yang terkait dengan isu-isu gender dan keluarga.

Kata Kunci: *Analisis resepsi Stuart Hall, Instagram Magdaleneid, Pemaknaan banyak anak banyak rezeki*

A. Introduction

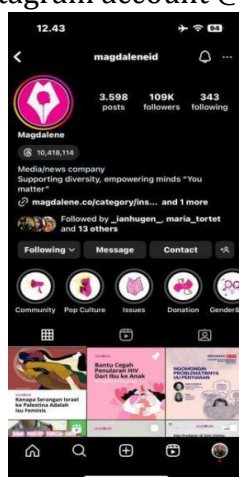
Science and technology play an important role in various aspects of human life. Technology can help humans to live easier, more comfortable, and happier. Technology can also cause negative impacts that can disrupt and endanger life if not used wisely and responsibly (Haris Budiman, 2017). This is in line with what Marshall Mc Luhan said that communication technology plays an important role in bringing about changes from the use of traditional media to network-based media (Azeharie & Kusuma, 2014). One of the online platforms that allows a person or group of people to connect and interact with each other is social media, which, according to Nasrullah (2021), is associated with a new digital media phenomenon that can be used by everyone (not only media professionals) (Sihabuddin, 2022). This platform facilitates the exchange of information, communication, and collaboration, as well as being a place for disseminating information and efficient long-distance communication without the need for face-to-face meetings. Socialization can occur and be done anytime and anywhere, online, without being limited by space and time (Pratiwi et al., 2024). Audiences can voice their opinions and experiences easily. All issues can be raised in content through interactions on the internet. This means that social media becomes a public space as well as a private space (Koli, 2023). Because news and information not only cover the public but also enter the private domain.

One of the social media platforms that is widely used by the global community, including Indonesia, is Instagram (Robin, 2020). According to Nasrullah (2015), Instagram social media is a place to share various activities and a place to complain so that all users have the freedom to share stories and experiences without any distance and time limits with their followers (Milatishofa et al., 2024). The form of content that attracts the public's attention, which is related to family and social issues, is the content presented by the @magdaleneid account with the content theme 'Many Children, Many Sustenance'. Magdalene.co is an online media company focusing on women's issues from an inclusive, critical, empowering, and entertaining perspective. Magdalene.co accommodates the voices of feminist, pluralist, and progressive groups. Content with discussions originating from Javanese proverbs contains philosophical teachings or values and reflects elements of a society's cultural system.

The proverb 'many children, much Sustenance' is a Dutch propaganda phrase after the Diponegoro War as a solution to overcome the economic crisis through the forced cultivation system (*culturstelsel*), which required Javanese people to plant export crops such as coffee on their land and hand over the harvest to the Dutch government in exchange for land tax. To keep it running smoothly, they needed enough labor. The colonial government's policy created conditions for Javanese people to have many children. They assumed that the more family members involved, the lighter their workload would be. Ultimately, they believed that many children could bring Sustenance, and they hoped that their children could help lighten the family's workload. The Dutch used this system to get a surplus of free labor and pay off their debts (Izzah, 2017).

However, as generations and human mindsets develop, the proverb 'Many Children, Many Sustenance' is slowly being forgotten because of the reality of life today. In Indonesia, many families have children whose lives are filled with worrying. Children are the victims because they do not get the facilities that children should get from their parents, such as the need for proper and guaranteed education, the need for child growth and development, and the need to channel their talents or potential. Raising children requires a lot of commitment and resources. By having one or two children, parents can provide more optimal attention and support to their children so that their future opportunities to grow and develop will be greater.

Figure 1. Instagram account @magdaleneid



Source: Instagram @magdaleneid, 2023

On Instagram, Magdalene's account is known for its critical approach to social issues and women's issues. It produces content on the topics of gender equality, human rights, and social dynamics in households, including pregnancy and parenting. One of her posts, shown in Figure 1, discusses the proverb 'Many Children, Many Sustenance' from a more modern and critical perspective. This post received various responses from female audiences, reflecting each individual's perceptions and experiences.

The post stated that having children is a gift for a married couple, especially for couples waiting for it for a long time. Children are considered a 'trust' from God entrusted to a married couple. In addition, children are considered very important in life because they will be the successors of their parents' descendants. The absence of children can cause a married couple to make different decisions. Some choose to separate, some decide to build a family by adopting or raising a sibling's child, and some choose to stay together even without children. The post also explained that in a marriage, it is the woman who is often demanded in her social environment to immediately conceive or have children and looks negatively at women who choose to postpone having children due to unstable financial factors, making women feel 'alienated' from their bodily rights when discussing the issue of children. This indicates that the role of mothers in many families today is much more complex,

where they still have to bear the main responsibility for children, housework, and other aspects of 'family work' (Lutfatulatifah, 2020).

Figure 2. Object of Research



Source: Instagram @magdaleneid, 2023

This theme is important to explore because the proverb 'Many Children, Many Sustenance' has given stigma and pressure to women. It is also important to see the meaning of understanding the acceptance of female audiences towards media content that touches on sensitive issues and is related to their gender identity. This study examines the audience encoding-decoding process regarding the content "Not All Women Are Related to the Proverb Many Children, Many Sustenance, Including Me" on Instagram @magdaleneid. In the encoding-decoding process, the message is encoded (converting the message into symbol form) by the sender and decoded (interpreting the sender's message by the recipient (Febriani, S., & Wahid, 2018)). In general, the analysis used is reception analysis, an analysis used to see how someone receives a message and interprets it according to their sociocultural context (Ahmadi F et al., 2024; Harsari et al., 2024; Nababan & Shabrina, 2024; Septiana & Briandana, 2024). In Stuart Hall's reception analysis, the media is not the main focus as the party with the greatest influence on the audience, but the audience itself has the power to create meaning and action from the audience's reception of media content (Zalfa Rachman et al., 2023) This response can be to media content, whether print or electronic, including uploads on social media such as Facebook, YouTube, and Instagram.

B. Methods

This study uses a descriptive qualitative approach with data collection techniques in structured interviews. This study is based on the theory of audience reception proposed by Stuart Hall with the encoding-decoding model. This theory states that the audience has its perspective and assessment when viewing an object, where the character and background of each audience influence the constructed meaning. In other words, each audience can interpret the exact media text differently based on their background and personal experience. In Stuart Hall's reception analysis with the 'encoding-decoding' model, there are three

categories (Sabrina et al., 2024): firstly, the dominant hegemonic code, the negotiated code, and the oppositional code, which are chosen because they can systematically explore and dissect the audience's interpretations and relate them to the broader dynamics of culture and society.

The researcher chose female audiences as interview subjects in this study because women are the ones most directly affected by the implications of proverbs, meaning that by applying proverbs in life, women are the ones who will feel the impact of proverbs more, for example, if having many children is believed to bring more sustenance. Women will experience the process of pregnancy, childbirth, and childcare more often. Subjects are also categorized as active audiences who can determine the meaning of a message that reflects their own experiences (Purnamasari, 2018) 11 women, including career women and housewives, were interviewed. To prove the study's validity, researchers used triangulation of data sources.

C. Results and Discussion

Previous research with a similar topic entitled 'Many Children, Much Sustenance, Perspective on Child Protection in Marginalized Communities' used the theory of the sociology of knowledge, which holds that when someone thinks, it is said that he does not bring up his thoughts but continues his previous thoughts (Mufasirin, 2021). On the one hand, the existence of the individual finds a ready-made state, but on the other hand, it encounters previously formed thought patterns. The research results conclude that the belief in many children's Sustenance that occurs in Mijil Hamlet, Grogol Village is the result of previous community thinking from the process of externalization, objectivation, and internalization so that the belief in many children brings much Sustenance can influence and move the thoughts and perspectives of the Mijil Hamlet community towards the existence of children who bring Sustenance or blessings to the family.

The phenomenon of having many children originated from people in the past who believed that the more children they had, the more their Sustenance would be. This proverb was finally passed down from generation to generation, and until now, it still sounds familiar to the ears of the current generation. However, along with the advancement of information technology and the development of the world of education, critical thinking has emerged in the younger generation. Most of them stated that the proverb 'Many Children, Much Sustenance' is no longer relevant if applied today. Therefore, this proverb needs to be discussed on social media.

A writer of books and social media content, A, as the main source in this study, argued that many writers currently use social media to express their thoughts on a topic. In this digital era, social media has become a platform that is used for socializing and creating works. Including in the world of writing. Many writers use social media to write and share their works with a wide audience, including Rintik Sedu, Marchella FP, Valerie Patkar, and HeloBagas. They use platforms like Instagram and Twitter to upload short stories, poems, or even novels. This is done because the era is increasingly developing, and the current generation spends more time on social media. Social media has opened up new opportunities for writers to

create and share their works with a wide audience. By utilizing these digital platforms, writers can reach more readers, interact with their readers, and build personal branding.

Furthermore, A said that as long as people still desire to read, any media used will not be detrimental, including using social media as a medium of information. However, posts on social media must also be filtered first, they should not be swallowed raw because there are so many clickbait posts made to find many readers without caring about the accuracy of the information conveyed. A also added that content on social media has good and bad impacts. However, regarding the topic of the proverb 'Many Children, Many Sustenance,' A is of the opinion that the topic should be raised on social media because he feels that so far, there has been very little content discussing the proverb. This content can indirectly open the insights of many people about the good and bad of the proverb 'Many Children, Many Sustenance'.

Meanwhile, informant 1 (P) argued that the proverb "Many Indonesians Believe in Lots of Sustenance" originated because children were used to helping their parents collect rupiah coins. Meanwhile, informant 11 (K) had a different opinion about why the proverb "many children, lots of Sustenance" became popular and familiar. According to him, it was because, in the past, most parents made children an investment in their old age who would later become the backbone of the family after both parents retired. Informant V explained that the proverb "Many Children, Lots of Sustenance" eventually became the dominant belief of Indonesian society because, long ago, our grandparents needed much human energy to farm in large fields and ultimately produced maximum Sustenance compared to those with little energy.

Key Factors Limiting the Number of Children for the Current Generation

The family is the first and most important non-formal educational institution for children. (Nurochman et al., 2024). In the family, they learn, develop, and become familiar with the norms and ethics that apply in society. Families are expected to prepare children to become independent individuals who can stand independently. This is important so that children can be the mainstay and support of their parents when they are old and can no longer work. However, it should be remembered that the financial aspect is only one part of the parent-child relationship. Many parents feel that having children is an invaluable benefit regarding their children's emotional experience, support, and affection.

Based on the results of interviews with eleven informants, it can be explained that the family's economic condition is very important for married couples in deciding whether or not to have many children. This is because if you have more than 2 children, you will have more expenses than parents with only 1 child. Parents want to continue to provide the best facilities for their children, so financial conditions are very important for the child's future. According to informant P, the decision to have children is more influenced by economic stability and individual readiness. The quality of childcare and education in the modern era is also important. This narrative is reinforced by informant N as an Instagram content writer, who said

that the economy is an important factor in determining the number of children in a family today because access to education is very different from the past. Informant A also agreed with other informants that many children and sustenance are no longer relevant today because the economy is also important in determining the number of children desired.

Audience as Active Audience

Social media has become an important part of Indonesian society. Magdalene, as one of the online media that raises women's and gender issues, becomes a creative platform to fight for various gender issues. N, a content writer, who loves the world of writing, started from reading books and content and finally found the Instagram account @magdaleneid and followed the account. Based on this context, the researcher understands that the existence of Magdalene is interesting and important, especially for women, because there are still few publications that focus on discussing women's empowerment topics from different perspectives, allowing readers to express their thoughts freely.

Audience Trust in @magdaleneid Instagram

The Instagram account @magdaleneid has built strong trust among its users through various factors. Such as informative and accurate content, language style that is easy to understand by all groups, content that creates interaction, consistency in presenting interesting content, and commitment to journalistic ethics are some of the main factors contributing to user trust. Furthermore, Magdalene has a clear vision and mission to empower women and promote gender equality. Magdalene's active involvement in women's issues and the alignment of its values with the values of its users further strengthens user trust in the account. This trust makes Magdalene a trusted source of information and a friendly, supportive, and valuable platform for women.

Therefore, Magdalene must maintain its credibility, consistency, and transparency to maintain its followers' trust. As a content writer, N chose Magdaleneid as a platform to upload his writing because he saw Magdalene as the right platform for him. The focus of their discussion is also in line with the content he creates. In addition, informant 11 (K) said that he was a long-time follower of @magdaleneid and explained that the content uploaded by Magdalene was relevant to his life. Including the content "Not All Women Relate to the Proverb Many Children Many Sustenance, Including Me," which contains 72 comments from netizens because the topic of discussion is still related to everyday life, especially for young couples who are very closely related to situations or phenomena, where people around them have started asking when to have children and demands from families to have children immediately even though they themselves do not feel ready. Especially for women, who feel limited in determining choices about their bodies because of societal demands.

Table 1.1. Audience Position Based on Interview Results

Number	Name of Informant	Dominant Hegemonic Position	Negotiated Position	Oppositional Position
1.	Pipit	X		
2.	Meyditha	X		
3.	Nuri			X
4.	Dame	X		
5.	Putri	X		
6.	Santika	X		
7.	Citra	X		
8.	Vero		X	
9.	Grace	X		
10.	Ayu	X		
11.	Kiki	X		

Source: Researcher Data 2024, based on the results of interviews with 11 interviewees

In public reception, the meaning produced by the community, which in this study is the informant, is divided into three groups: the first is dominant, the second is negotiation, and the third is opposition (Bestari et al., 2023; Fahab & Nurhikmah, 2024; Hidayanti, 2023; Talitha, 2020; Wahyuni & Narti, 2020). Dominant hegemonic position, according to Stuart Hall (Briandana & Azmawati, 2020) is a position where the informant is in line with the program codes that contain values, attitudes, beliefs, and assumptions. All of that fully accepts the meaning offered and desired by the program maker. Of the 11 informants, the dominant hegemonic position is represented by 9 people. While the negotiation and oppositional positions are each represented by one informant. This indicates that the content analyzed in this study aligns with what most informants believe. This also means that it is in line with the encoding-decoding model in reception analysis, which states that contextual factors influence the audience in reading, understanding, and interpreting messages (Santoso, 2021). They disagree with the Javanese proverb "many children, much Sustenance" in this instant era. Meanwhile, informants in the negotiation and opposition positions, who are only one-fifth of the total informants involved, are still influenced by their knowledge from living experiences due to the cultural background of their place of residence.

D. Conclusion

Based on the findings of this study, it can be concluded that the researcher found that although the informants are followers or audiences who actively pay attention to various @magdaleneid contents compared to audiences who only stalk,

such as several posts, it does not mean that the message the author wants to convey through the content and comment replies always agrees with the audience's thoughts. In addition, the researcher also found that various forms of meaning from the informants as an audience are not solely based on personal thoughts but are motivated by several things, namely their knowledge of the proverb Many Children, Many Sustenance; there is a significant difference between the thoughts of parents in the past and parents today. So, from this study, the researcher can find types of audiences and their meanings.

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