

ABSTRACT

The increase in cases of sexual violence against women has become one of the main issues that must be addressed. Of the many types of sexual violence, sexual harassment cases are the most common and cause so many victims every day. The presence of social media, one of which is Instagram, has turned out to be a platform that voices the voices or stories of victims of sexual harassment in overcoming the trauma of abuse experienced. This research was conducted to analyze how the meaning of Followers of victims of sexual harassment on the story content presented by the Instagram account @perempuanberkisah. This research uses descriptive qualitative research methods and a reception analysis approach by Stuart Hall coupled with a constructivism paradigm. Data collection techniques in this study were carried out in the form of in-depth offline and online interviews as well as observation and documentation. This research aims to find out the meaning of victims who are motivated by the factors of Framework of Knowledge, Relation of Production and Technical Infrastructure towards the content of stories that contain stories of victims of sexual harassment. Then as a final result of these three factors, the researcher will state the position of the victim's meaning with the Hypothetical Audience which refers to the dominant, negotiation and opposition positions. The results of this study indicate that the majority of the meaning of 7 Followers of victims of sexual harassment on the @perempuanberkisah Instagram account of story content is in the Dominant position. The Dominant position is formed by the Framework of Knowledge and Technical Infrastructure factors. The Negotiation position is formed by the three Relation of Production factors. While the opposition position is formed by the Relation of Production factor with a position that is not too dominant.

Keywords: *Content, Sexual Harassment, Reception.*