



RECEPTION OF THE AUDIENCE OF FOLLOWERS OF “EVENING IMAGE CONTENT FRIDAY” ON THE INSTAGRAM ACCOUNT @RVANXJRO

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ABSTRACT: *Instagram has become a social media with various types of content and a large number of followers. The Rvan X Jro account is an account that has mystical content posts and has a message to the audience not to be afraid of supernatural beings. The author wants to analyze the audience's meaning of the message contained in the content of "Friday Night" using reception analysis. There were 45 statements with 25 dominants, 16 negotiations and 4 oppositions. From these results, the dominant meaning became the most preferred choice because it was more accepted by the informants. They probably felt they were starting to understand that humans always live side by side with supernatural beings and can respect each other for supernatural beings around the informants.*

KEYWORDS: Reception Analysis, Instagram, Friday Night Image Content, Social Media, Followers.

INTRODUCTION

Social media is the most common form of media or frequently used by audiences throughout the world, so social media can support social interactions that turn these interactions into interactive dialogue, based on the web or internet (Istiani & Islamy, 2020). Instagram has become a very popular social media based on photo and video posts (Wulandari et al., 2022).

Instagram has become a forum for creating or publishing works of art by social media users, so that the work created can be appreciated through the comments column and likes by other Instagram users (Fujiawati & Raharja, 2021).

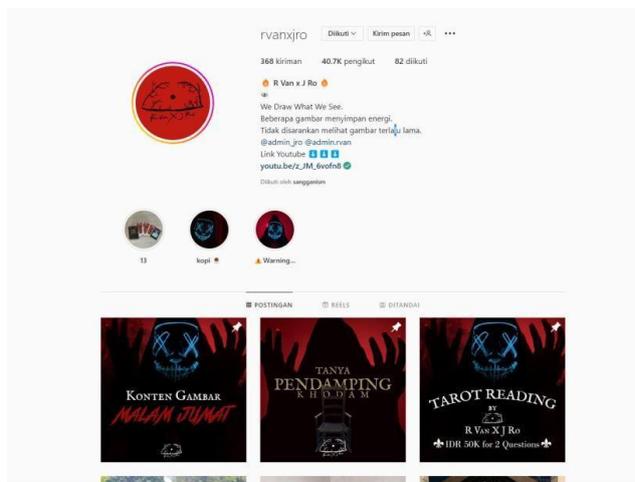


Figure 1: @rvanxjro Instagram Layout

One of the interesting content that I researched on Instagram was content that contained mystical issues. What is meant by mystical is posting a photo of a room or location that contains a picture of a supernatural creature. Currently mystical content on digital platforms is not a common thing, such as mystical content, @rvanxjro has a number of followers of 40,700 (followers) containing mystical content uploaded to his Instagram feed. @rvanxjro's post presents mystical content, one of which is "Friday Night Image Content". This content is content that illustrates supernatural creatures in a location or place on image media. This content has several rules. Firstly, only photos of places will be depicted along with telling stories about the events of the photos sent, not photos of people and the photos sent will be selected because not all photos sent contain supernatural figures. Second, do not accept to draw khodam or companion genie.

Third, the nominal cost for the depiction is not specified. Fourth, transactions and chat only via Instagram Direct Messages. Fifth, Friday night image content only opens the event on Thursday from 7 pm to 9 pm. sixth or last, the image will be sent via Direct Message to each follower of the Friday night image content and will be uploaded to the @rvanxjro account. If you don't like it, you can tell @rvanxjro not to upload it.



Figure 2: Post “Friday Night Image Content”

From the posts they made, it became a creative and unique outlet for the account owner to get the nickname "Indigo" and many Instagram users were also curious about the situation around them, until finally Rvan usually opened only on Thursday evenings. The content created can also attract users' attention and create two-way communication, to the point that Rvan X Jro often does live streaming via their Instagram. The type of content created is images of locations that contain illustrations of supernatural creatures in them. With this mystical content, the aim is that the public will no longer be afraid of supernatural creatures that exist around human life, because we actually live side by side with these creatures. For this reason, the content created by Rvan.

From the results of these observations, the author researched based on the theory used and research still related to social media. This research is also related to mystical content on the Instagram platform. So the author sees something new that the author can put into this research regarding mystical content on social media by paying attention to Rvan. For this reason, the author wants to see indicators of success in Rvan. Referring to reception analysis theory, media audiences are audiences who are active as producers of meaning. So the author wants to understand the position of the audience's meaning regarding the content of Friday night images.

To measure a media audience there is standardization, namely reception analysis. Reception analysis is the audience's meaning of a media text when it is received and is actively able to produce a media meaning by receiving and interpreting the text (Anugrah, 2016). Where audiences can draw connections to the context of their daily mystical and mental lives towards the content created by Rvan X Jro, such as knowing.

Supernatural creatures that exist around their environment from the drawings made by Rvan X Jro are able to influence their lives after learning about this. By conducting a literature review and supported by some of the data that has been collected, it can be used as a reference for the author to convey the contents of the research to the public, as well as provide information related to the case studies that the author has raised.

The author analyzes a social media platform using reception analysis which focuses on the experience of an audience, as well as the content that creates that experience. In measuring audiences, media is one of the indicators that usually uses reception analysis because it focuses on the audience's understanding of the media (Ningrum et al., 2021). Reception analysis has a view that focuses research on understanding (meaning), implementation (production) and



knowledge (experience) of audiences who interact with media, whether text, visual or audio (Putra, 2021).

LITERATURE/THEORETICAL UNDERPINNING

Social Media

Social media becomes media in the form of engaging sites and applications technology with Internet (Triastuti, Endah, Dimas Adrianto, 2017). There are characteristics of social media according to Gustam (2015), including 1) participation which can give feedback so that the audience can contribute to do communication and thinning limitation makes the media have no limitation with the audience, 2) openness make access to social media done by whom only, 3) conversations on social media allow interaction between user 4) community become media which can give information issues/interests in a way fast, 5) connectedness make user can connected or connected via a link or link facility provided on website (Rizky Ramanda Gustam, 2015). So social media is a platform which provides facility with various activity individual until based activity in media on line , like become receptacle for para user channel idea creative And promote something product. (Tresnawati & Prasetyo, 2018)

Instagram

Instagram is a media that has a big influence and application popular for posting or uploading photos and videos. According to Andreas Kaplan And Michael Haenlein defined through content media social can create a user-generated content and connections between users, due to communication or message recipients can interact by viewing uploads or content created by content creators who are universal and have no boundaries (Fujiawati & Raharja, 2021). As for Instagram is one of the most popular social media nowadays. In it there is various content containing image posts or videos which interesting until moment around life. From posts there is something interesting about Instagram, namely that Instagram is a place for creativity or publish work art user media social, so that work which made can be appreciated through the comments column and likes by users Other Instagrams. And other content creators can connect with each other and get feedback for the post.

Creature Invisibility

Based on literature studies, supernatural creatures can be said to be shapes or forms can only be seen by someone who has a special or given ability special senses, because the shape or form of supernatural beings is shadowy and not in the form of objects (Rachmawan, 2014). Through the Koran, Allah SWT teaches Islam about revealing a belief in supernatural forms and enter in category The characteristics of a person who believes because of his belief in Allah SWT are believe to s something that has metaphysical properties include angels, jinns and devils) (Mundzir et al. , n.d.). The view of supernatural creatures develops if these creatures inhabit the human world, usually supernatural creatures will reside in caves, large trees, graves and even houses that look empty and unkempt because supernatural creatures will inhabit these places as their residence. There are various types of supernatural creatures, including those with large black forms (genderuwo), long-haired women (kuntilanak) and even human-like forms.



Theory Analysis Reception

In writing, that would be explained by the author is meaning message in form theory reception analysis. From the reception analysis looking at the audience or connoisseur as p e meaning that can be is said to be active because it can create something meaning, so not only own role as consumers of media content (Chairil & Febrianita, 2022). Method which created can realized because exists decoding that is process understand in a way deep on content or media with audience interpret fill content which made. Through audience which fundamental on outlook, relation, as well as technique which can produce a second meaning structure. Then, the audience is given meaning form response from something media which named with decoding (Pertiwi et al., 2020).

Paradigm Constructivist

Study this use paradigm constructivism that is approach which see How A message delivered through process construction or form the occurrence of communication which of course involves the subjectivity of the perpetrator (Butsi, 2019). The constructivist approach has two characteristics. The first is approach which the process emphasize on explanation meaning and the reality, whereas which the second is to see how the message is formed on the communicator's side and how Eat which built by individual moment accept message on side recipient (Wiriyanto & Wahid, 2022).

METHODOLOGY

This research uses qualitative research to refer to the descriptive nature or presentation of an explanation which means solving a problem by investigating an object with a description or explanation that is based on actual facts and conditions (Santoso, 2021). This research looks from the perspective of the audience or followers of @rvanxjro as participants who are the basis for the author's supporting data in digging up information according to needs that will be discussed and raised through data collected through interviews and distributing questions, namely Google Form, to participants non-randomly sampling) (Annissa et al., 2019)

By using reception analysis the author looks at the meaning of the mystical content created by Rvan X Jro on his Instagram account. Reception analysis has two things that need to be considered, namely the meaning given by the message maker (encoding) and the meaning received by the message maker (decoding) (Pertiwi et al., 2020).

The message conveyed must be understood by the individual or group receiving it, so that they have an active role in understanding the message that has been conveyed. (Dwiputra, 2021). The context taken by the author's research is the audience's understanding of the mystical content "Friday Night Pictures" which was uploaded on Instagram @rvanxjro, giving rise to hidden messages and meanings from the uploaded content. In short, this theory influences the audience in creating meaning from the text which accommodates the audience from various factors.

The subjects the writer looked at were followers of Instagram content @rvanxjro. Informants are people who provide information who will provide the data needed by the author for research data needs (Fitrah & Lutfiyah, 2017). By having different backgrounds from date of birth,



profession and city of origin. In this research, data collection was used by interviews in which the researcher asked questions about the research theme and focused on the questionnaire instrument for which the questions had been chosen (Kaharuddin, 2020).

From In collecting the data, the author wanted to know and explain the reception or meaning given by informants to accounts with mystical content on Instagram. Meanwhile, the research object is the owner of the Instagram account, the followers of the account and the account being studied. What is meant by research object is the main problem that you want to research to obtain clear and structured data (Darmuki, 2020). Like the object that will be studied, namely the Rvan.

RESULTS AND DISCUSSION

Media in the form of social media or an application that is digital or uses the internet and involves technology that makes it easier for people to find information and communicate can be called social media (Triastuti, Endah, Dimas Adrianto, 2017). According to the literature, the form of photo or image content that is packaged as attractively as possible on social media becomes something new that has a big impact and influence on other people who see it, with the possibility of being seen and liked by millions of people on social media (Surahman, 2019).

From where Rvan X Jro can see supernatural creatures, they get a gift from God to be able to see supernatural creatures called Indigo. According to Jro, indigo is not just a matter of ability but of responsibility because it can see figures affected by the "sticking" of supernatural beings and utilize the abilities they have to help others from disorders.

The purpose of this content is that audiences can send photos or images locations around them to the Rvan X Jro Instagram account via Direct Message "DM" on Thursday from 7 pm to 9 pm. Created content It really has a lot of fans, so sometimes there are quite a few ask about the "fee" for the depiction.

The illustrations presented by Rvan X Jro have good image quality and has its own characteristics. Magical Creatures illustrated by Rvan work buildings or places that have human activity in them. Thus, the supernatural creatures depicted are diverse and have different atmospheres. The presence of a figure can be felt through the sensitive atmosphere and feelings gives a different impression when in the room.

In this research, the author began to convey a message using reception analysis theory. From the reception analysis, viewing the audience or viewers as interpreters can be said to be active because they are able to create meaning, so they are not only consumers of media content (Chairil & Febrianita, 2022).

The process created occurs because of decoding, namely the process of understanding depth of content or media with the audience interpreting the contents of the content created. This process will later be examined using its meaning in this research by using decoding through three positions, namely: dominant hegemonic position (delivering a message that is accepted by the audience), negotiation position (conveying ideology dominant towards the audience but there is resistance to its implementation) and which finally the opposition position (constant rejection



of the message conveyed) (Asmara & Agustari, 2021). So that the results and discussions examined by researchers can use reception analysis theory, as follows:

The results of the related informant's meaning felt at the location before being described by Rvan X Jro:

The @rvanxjro account was created in 2020, formed by two young men whose names are Rvan and Jro. So the account is a combination of the names of the two account owners. The reason Rvan and Jro chose the Instagram account as a medium for their content, because previously they tried to create content on the YouTube platform but there were no fans and switched to creating Instagram content.

Dominant Meaning

Dominant meaning is a way of meaning that can be understood holistically general with the message given, so that the form of meaning can be accepted by the recipient of the message without misunderstanding or differences in interpretation between message creator and message recipient (Natalie et al., 2022). From this situation, the audience likes to feel the message conveyed and interpret the message so that it has an impact on the audience in the form of coding (Ghassani & Nugroho, 2019).

According to Informant 1 (Ifny Listiany Haryanto), what he felt when he was in the location depicted, namely the terrace of the house, makes you feel goosebumps and hears a sound objects that fall and when sitting on the terrace often make you feel sleepy.

Informant 3 (Novie Setya) at that place, the informant felt as if someone was watching him and the figure he embodied was scary. Informant 4 (Imanuela Paskha) felt that the attraction of this supernatural creature was very strong, so that what the informant felt when he was in that place was that he felt attracted to playing the gamelan in his school hall, feeling a little dizziness and constant feeling of tiredness. According to informant 5 (Delly Sandika Putra) the aura on the floor of the warehouse in his house was inhabited by supernatural creatures with giant/bathara figures that felt very different. What is felt is tightness, heat and discomfort so that the negative air is felt even though there is sufficient ventilation in the warehouse room of the house. Informant 8 (Muhammad Erfan) felt goosebumps when he was in the office drafting room.

According to Informant 10 (Nurul Muslikah) he often felt disturbances in his house and the form depicted is genderuwo. Informant 11 (Dea) felt uncomfortable while at the National Museum of Indonesia because he felt the aroma in that place damp and unpleasant. Informant 8 (Fajar Kurniawan) felt uncomfortable with the empty house next to his house, the house felt hot, crowded and gave him goosebumps. Informant 14 (Bagus Pandji Ramadhan) often felt that he was being crushed by "rep-repan" while sleeping by the figure of Genderuwo who was in his boarding room. Informant 15 (Shilva Aulia Yosdi) felt that the air or atmosphere in the room was unpleasant, which made her get goosebumps and seemed to be noticed by the figure.

Meaning of Negotiation

Negotiated meaning is a form of understanding the maker's deliver the message received by the recipient of the message, but interpreting it using another perspective and understanding it from the audience's perspective (Ayu & Sunarto, 2021). So negotiation is a form of message



recipients based on a sense of trust and confidence in the culture adopted by the informant (Toni & Fajariko, 2018).

According to informant 6 (Eka Prafisa), the occupants of the house were never disturbed but when there are guests who are noisy and have evil intentions these creatures will disturb or annoy, by blowing in the ear while the guest is sleeping. Informant 9 (Annisa Awaliyah) does not feel excessive fear even when she is alone at home, but in the early hours of the morning she often feels as if someone is watching her.

Informant 13 (Dini Tian Nanda) never felt anything strange about his house drawn by Rvan X Jro, but the informant's husband often felt strange when playing on the computer at night. The conclusion of the meaning of negotiation from fifteen informants was that there were three meanings felt by the informants before being described by Rvan felt something strange from the pictures the informant sent, but that was often the case felt the strangeness was someone else from the informant and only at night time the information felt like someone was paying attention. For example, guests or other people who feel disturbed. So the three informants have valid statements supports the problems of the writer and the main informant to find out what they felt when they were in that place or location. From the statements of the informants this can support the research data that the author needs clearly and can be the author's data to determine the conditions felt at the location directly from the informant.

Meaning of Opposition

Oppositional meaning is a form of difference in the understanding of meaning by the recipient of the message and the creator of the message (Naufal, 2022). Thus causing rejection meaning in the meaning of the message given. According to Informant 2 (Arrachman), he felt uncomfortable and felt towards these supernatural creatures and often felt them the presence of a supernatural creature running in the hallway of his dormitory. The conclusion is based on the meaning of the related opposition felt by the informant. Before knowing the supernatural being from the picture, you don't feel any disturbance from that place. Thus, the statements of the two informants became data for the author to see that not every human being feels something the place or location of the supernatural creature being seen Results of Informants'

Meanings Regarding Image Content "Friday Night" Content on Rvant.

The meaning of the informant is really needed for the data analysis of the writer in looking at the content of Friday night images so that the writer can see and know the success of the goals desired by the writer and content creator for the informants. Jro said his goal was to create mystical content on Instagram, what's the point to educate humans not to be afraid of supernatural creatures because humans and supernatural creatures live side by side so it is forbidden to disturb their existence and to provide education about the description of supernatural creatures around humans. And finally, Rvan so that the author's views based on initial ideas can be concluded, if social networking media Instagram is a place for publishing depictions of supernatural creatures as mystical content created by Rvan X Jro and wants to remove the stigma of being afraid of supernatural creatures for other general audiences.



Dominant Meaning

Magical creatures have always existed around human life and indeed they have it is necessary for humans to believe in the existence of supernatural beings. The mystical content created by Rvan This matter strengthened by statements from informants, as follows Informant 1's view (Ifny Listiany Haryanto), from the picture of the location illustrated by Rvan x Jro, the figure drawn is "buto" and according to him there is no need to be afraid because from the start you can feel this creature so that wherever you are, you must be able to respect each other as God's creatures. Meanwhile, informant 2 (Arrachman) got a picture of a pregnant girl playing in the dormitory hallway, so in his view he was not afraid because life was always side by side with invisible or supernatural beings and this had become "normal" for the informant.

Informant 3 (Novie Setya) often gets images of scary figures pay attention to it, are not afraid because they believe that they have been living side by side with supernatural beings around them and act more like nothing has happened. Informant 4 (Imanuela Paskha) described by Rvan x Jro as a large figure like blind and this creature made people interested in playing the gamelan, but the informant did not feel afraid because humans cannot be separated from supernatural creatures and believed that these creatures could keep the place safe.

Informant 5 (Delly Sandika Putra), a supernatural creature is described as a giant bathara figure with a hot room aura and has a negative air according to him, but the informant is not afraid because he accepts the reality of living with supernatural creatures side by side as taught by religion so that the informant will not disturb his life. the creature but it is different if the creature is which disrupts his life. Informant 6 (Eka Prafisa) got a picture of buto and if there was a noise it would feel like it was blowing in the ear, but not afraid of realizing the existence of these supernatural beings and being more introspective in acting or manners and respecting elders or ancestors at home. .

Informant 7 (Alfariz Perdana) got a picture of the person he thought he was it's not scary, so according to the informant, he's not afraid because of it his nature is skepticism or not believing in something that is doubtful. Informant 8 (Muhammad Erfan) felt goosebumps and was not afraid because he already knew of his existence and the fact that he was a fellow creature god's creation lives side by side.

The conclusion from the dominant meaning above from fifteen informants is six informant who was not afraid after learning about the supernatural creatures illustrated by Rvan so that humans in their daily lives do not interfere with life supernatural beings, with good manners and behavior.

Meaning of Negotiation

Informant 9 (Annisa Awaliyah) got a picture of what a grandmother looked like such as paying attention to the informant, according to him, with the presence of supernatural beings he is more relaxed and less afraid, but the informant can feel its presence so he is more introspective in the early hours of the morning. Informant 10 (Nurul Muslikah) is pictured by the Rvan x Jro team is a "genderuwo" figure and the informant does not feel afraid if he does not feel interference from supernatural beings. Informant 11 (Dea) described a large red figure with a location that had an unpleasant odor and was damp and the informant did not feel afraid, but if it disturbed the body. If you feel sick or have a fever, you will feel uncomfortable or disturbed.



Informant 12 (Fajar Kurniawan) stated that he saw a "buto" figure with long nails the room was hot, stuffy and made him feel uncomfortable, but the informant did not feel afraid if he did not receive interference from the supernatural creature.

Informant 13 (Dina Tian Nanda) received a picture of a female figure and according to him, if supernatural creatures do not show their appearance and disturb the informant, he will not feel afraid of his surroundings. Informant 14 (Bagus Pandji Dharmawan) received illustrations of genderuwo and often felt fell asleep while sleeping, but the informant did not feel afraid as long as the supernatural creature did not appear.

The conclusion of the meaning of the five informants out of fifteen informants is no felt afraid that the informants would not be disturbed and the figure would show his appearance. But on the other hand, if they feel disturbed and seeing this supernatural creature, the informant felt "creepy" and afraid because of its appearance magical creatures.

Meaning of Opposition

Opposition meaning is a form of difference in understanding meaning by message recipient and message creator. This gives rise to rejection of meaning in the meaning of the message given (Ichsan et al., 2022). Informant 15 (Shilva Aulia Yosdi) He often feels uncomfortable and like someone is watching him, according to him at first I felt afraid and my body felt hot so that if I showed my figure through the disorder feels afraid but if it is not shown it does not feel afraid.

From the two statements, the informant stated that he felt afraid after know the form of supernatural beings in the room, and often feel disturbances such as falling objects and felt air. So that fear becomes a nuisance to his daily life.

Results of Informants' Interpretations Regarding the Benefits of Illustrating Images of Magical Creatures

From Rvan From the informant's meaning of the content created by Rvan X Jro provide a positive impact on the informant or audience, thereby providing education about mystical life that actually exists. In this way, Rvan In accordance with Rvan coexist with human life.

This content provides an understanding of the meaning of the shape of a figure or the embodiment of supernatural beings, which creates fear of supernatural beings reduce. To see the meaning of the benefits, they are classified into three meaning, including:

Dominant Meaning

According to informant 1 (Ifny Listiany Haryanto), he felt no fear and become a human being who can respect the lives of fellow creatures created by God. So you don't feel afraid when you are in that room. According to informant 2 (Arrachman), the illustration provides information that humans live side by side with other creatures, so that this is now a normal thing for the informant. Informant 3 (Novie Setya) stated that currently the informant believes that he can live side by side with supernatural beings because of the illustrations created by the Rvan X Jro team. Informant 4 (Imanuela Paskha) gave a statement Magical creatures have a role such as keeping the place safe, so that humans cannot be separated from supernatural creatures in their lives.



Informant 6 (Eka Prafisa) is more aware of the entity (existence) of supernatural beings around the informant and makes the informant more ethical and vigilant behavior in acting or etiquette in any place, in that way can respect elders or ancestors in the house or place. Informant 7 (Alfariz Perdana) did not feel anything when he was at that location.

Informant 8 (Muhhamad Erfan) already knows that there really are creatures supernatural wherever humans are so humans and supernatural beings have live side by side with different nature. Informant 12 (Fajar Kurniawan) from the illustration of the supernatural creature depicted, the informant was not afraid because he had knowing that humans and supernatural beings live side by side.

The conclusion from this meaning is a success @rvanxjro in creating mystical content which contains an image. The photo was then made into an illustration of a supernatural creature and create audiences or informants feel less afraid and start to believe in the existence of supernatural beings, so that they maintain better ethics and good behavior when in the room or wherever the informant is. This can foster a sense of trust in existence figures of supernatural beings do exist, so from this content you will be more familiar with or understand the shape and form of figures of supernatural beings.

Meaning of Negotiation

After the dominant meaning provides benefits to the audience or Informants appreciate their surroundings more and believe in the existence of supernatural beings. In the meaning of negotiation, the informant gives a statement, but includes reasons as supporting answers to the answer.

According to informant 8 (Delly Sandika Putra) he believes it and it is true humans live side by side with supernatural creatures, but if these supernatural creatures interfere with human life, the informant will retaliate in some way religious. Informant 9 (Annisa Awaliyah) after the illustration described by Rvan. One thing that happened to the informant was that he was "possessed" by this figure.

Informant 10 (Nurul Muslikah) is not disturbed by the presence of supernatural beings but if disturbed he feels very disturbed and a little afraid. Informant 11 (Dea) did not feel excessively afraid but had felt disturbed by the creatures inside his house until he got sick with a fever. Informant 13 (Dini Tian Nanda) no longer feels afraid of the condition of his house, but if he suddenly remembers and the appearance of a supernatural creature appears, it makes his fear return. Meanwhile, informant 14 (Bagus Pandji Dharmawan) made the informant believe more in the existence of supernatural beings in our lives with various different forms, but if these creatures disturb us by showing their forms, we will try not to be afraid because humans and supernatural creatures are creatures created by God.

The conclusion of this meaning is that it makes the audience change their taste fear of becoming more accepting of the existence of supernatural beings from the illustrations made by Rvan But from the informants provided statements with negotiations and reasons that supported their statements.



Meaning of Opposition

Informant 14 (Shilva Aulia Yosdi) initially felt scared when she saw the illustration the figure of a supernatural creature and always wants to be accompanied in his office. So that, conclusion of the meaning of opposition from fifteen informants, there is one informant with the image content that made Rvan X Jro feel afraid and uncomfortable if you are in the room alone.

Overall, the content of the images presented has meaning the meaning of the message is in accordance with the wishes of the account creator, that is Social media containing illustration content of supernatural creatures makes the audience more familiar with the mystical life of supernatural creatures. Through this content, meaning results from informants are important for content creators. Because the informant's answers become a reference for content creators to be consistent in creating further content, so that their content presentation can be more interesting.

In this writing, the content created by Rvan X Jro was able to change the stigma of something scary becomes something that can educate them about their lives, and give the impression of getting used to their existence this creature after knowing the form of a supernatural creature illustrated by the Rvan X Jro team. This is reinforced by Jro's explanation that he wants humans (the audience) not to be afraid of supernatural creatures and to be able to live side by side wherever they are and can appreciate their existence. From this goal, Jro wants to make people or the public aware to always remember their creator and always worship to ask for God's protection the almighty.

From the informant's experience, the related meaning is felt informants while at the location, provide awareness of the importance of maintaining behavior starting from verbal and behavior when in a place. Especially for places that if we don't visit often, we must be able to maintain the etiquette of respecting ancestors or spirits supernatural creatures that reside in that place.

The results of this research are supported by the problem formulation that the author initially created namely "how followers receive the Instagram content "Friday Night" on the account @rvanxjro, using reception analysis which is based on analytical theory. The reception analysis used is reception theory which is in the form of text audiences in the form of content illustrating supernatural creatures, which is targeted at the target audience becoming an active audience to follow the "Friday Night" content created by Rvan X Jro every Thursday at 19.00 p.m. In its meaning, this research uses media content where the decoding varies in terms of answers or statements given by the fifteen informants. Matter this can be seen from the encoding process by asking several questions in accordance with the objectives of this research, namely by using collection techniques interview data so as to get results through in-depth interviews or data obtained in depth.

Informant	D	N	O
Informant 1	3	-	-
Informant 2	2	-	1
Informant 3	3	-	-
Informant 4	3	-	-
Informant 5	2	1	-
Informant 6	2	1	-



Informant 7	-	-	3
Informant 8	3	-	-
Informant 9	-	3	-
Informant 10	1	2	-
Informant 11	1	2	-
Informant 12	2	1	-
Informant 13	-	3	-
Informant 14	1	2	-
Informant 15	1	-	2
Dominant = 24			
Negotiation = 15			
Opposition = 6			
Total = 45			

Based on the results of meaning with 45 answers, you get 24 dominant meaning, research results by analyzing the statements of internal informants' dominant meaning that produces more data. So the results of this research, with the dominant meaning regarding the content of the messages contained in the illustration content of supernatural creatures on social media, are quite a lot of fans and feel that they have started to adapt to the supernatural creatures around them, so that it has become something that is understood by the public with its existence creature magical.

Especially for Indonesian audiences or people who are religious or trust. So that makes them believe in the existence of supernatural beings always around humans. This is one of the reasons for humans always remember their creator and respect each other. Based on data informants, it can be classified if there are 13 informants who live on the island of Java which requires them to believe in the existence of supernatural beings. Because According to cultural customs on the island of Java, their ancestral spirits are still closely guarded and have become something sacred for them.

The meaning of negotiation in this research received 15 answers based on the informant's background and the reasons for the statements given by the informant, from which it can be concluded that the information conveyed in the "Friday Night" content can be accepted in the informant's interpretation of the message conveyed and is in accordance with the content creator's objectives. This is in the desire to eliminate fear and introduce the figure or form of supernatural beings around them in the form of illustrations drawn by the Rvan

Instagram @rvanxjro. Based on data analysis from the age aspect which has an average over 25 years old, with all informant's jobs as employees. From analysis data, there are 3 cities that are dominated by factory industries so there are lots of buildings old in the city. And there are 5 cities that have culture and customs mystical customs are still strong and their wisdom is guarded.

The meaning of opposition amounted to 6 answers from informants based on their background who chose to refute the illustration content of supernatural creatures created by the Rvan X Jro Instagram account, so that it could be drawn. The conclusion is that the information conveyed in the content of the Rvan so from the 6 answers. So, this became a reference for the Rvan concept in the content.



CONCLUSION

In the research described above, the author can draw conclusions from the informants consuming or receiving message content in the form of different meanings and thoughts from various informant statements. This can be based on the background and content they understand the content of "Friday Night" so that it provides an understanding of the content of the message the Rvan X Jro team wants to convey. The goals desired by the Rvan It can be said to be successful because it has a dominant value that is greater than the negotiation value and opposition value. The content created by Rvan So that the use of reception analysis provides a clear explanation in determining the informant's reception of the success of the message content that Rvan X Jro wants to convey.

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