

ABSTRACT

At this time, Astrology is popular especially among Millennials and Gen Z especially on Instagram. Some believe that Millennials and Generation Z are basing their beliefs more on astrology. One of the zodiac-themed accounts from Indonesia with the most followers on Instagram is @amazing. The purpose of this study is to describe the meaning of the audience and find out the position of the audience in accepting the meaning of reading human characters based on zodiac on the @amazing Instagram account. To achieve the research objectives, the researcher used qualitative research methods, constructivism paradigm with Stuart Hall's reception analysis approach. Reception analysis looks at the audience actively, namely the audience is able to construct and reconstruct the meaning that exists in a text or media impressions. Audience positions are categorized based on Stuart Hall's encoding/decoding theory in which there are three positions of audience meaning, namely the Dominant Hegemony position, the Negotiation position, and the Opposition position. The results showed that the audience's interpretation of the reading of human characters based on the zodiac of the twelve informants resulted in a meaning that was dominated by the Dominant-Hegemony position, with two Negotiation positions and one Opposition position.

Keywords: Reception Analysis, Astrology, Zodiac, Character, Meaning, New Media