

ABSTRACT

Applications are presented as a means to disseminate information or messages to their users, who are the target audience of these applications. As a medium of communication, applications are considered effective in delivering information or encoding messages, which are then received and interpreted (decoded) by the users. Persib Apps is one of the digital products owned by Persib Bandung in the form of a mobile application, which implements access privatization by restricting certain information and services within the app. This privatization encourages users to purchase exclusive access through a membership or subscription model, representing a form of information limitation within the application. This study aims to explore audience interpretation and positioning using Stuart Hall's reception theory, namely the Dominant-Hegemonic Position, Negotiated Position, and Oppositional Position. This research employs a qualitative approach within a constructivist paradigm and uses Stuart Hall's message reception analysis method. The subjects of this research are fans of Persib Bandung who own and use the Persib Apps, serving as the audience who provide their interpretations of the privatization implemented in the application through a series of interview questions. The results of this study show that among the 5 informants, 1 occupies the Dominant-Hegemonic Position, 2 are in the Negotiated Position, and the remaining 2 are in the Oppositional Position

Keywords: Reception Analysis, Privatization, Persib Apps, Audience, Application