

ABSTRAK

Semakin masifnya periklanan di media sosial, menjadikan isu seksisme kerap muncul dalam pemasaran produk pelaku usaha bisnis era ini, salah satunya merek Rabbani. Iklan instagram @rabbaniprofessorkerudung tentang isu pelecehan seksual menuai kontroversi dari warganet sebab dianggap menyalahkan perempuan sebagai korban pelecehan seksual. Adapun mahasantri yang mengenal baik brand Rabbani juga telah terpapar iklan ini. Teori yang digunakan adalah teori resepsi, *encoding dan decoding* oleh Stuart Hall untuk mencari pemaknaan dan penerimaan sepuluh mahasantri serta teori penilaian sosial Sherif dalam melihat perubahan sikap informan. Dari lima scene yang menjadi unit analisis akhirnya memunculkan lima pemaknaan beragam dari mahasantri IAI Tazkia dan terbagi menjadi tiga posisi penerimaan. Posisi dominan ditempati oleh lima informan laki-laki, posisi negosiasi diisi oleh lima laki-laki dan empat perempuan, dan posisi oposisi ditempati oleh lima perempuan dan empat laki-laki. Hasil dari pemaknaan dan penerimaan tersebut dilatarbelakangi oleh beberapa faktor-faktor yang memengaruhinya.

Kata Kunci: *Seksisme, iklan, mahasantri, pelecehan seksual, kerudung Rabbani*

ABSTRACT

The massive increasing of advertising on social media means that the issue of sexism often arises in the marketing product by business people in this era, one of which is the Rabbani brand. The Instagram advertisement @rabbani-professorkerudung about the issue of sexual harassment has attracted controversy from netizens because it is seen as blaming women as victims of sexual harassment. The mahasantri who know well the Rabbani brand have also been exposed to this advertisement. The theory used in this research is the theory of reception, encoding and decoding by Stuart Hall to find the meaning and acceptance of ten mahasantri and also Sherif's social judgment theory to see changes in the attitudes of informants. From the five scenes which became the unit of analysis, five various meanings emerged from the IAI Tazkia mahasantri and were divided into three reception positions. The dominant position was occupied by five male informants, the negotiation position was occupied by five men and four women, and the opposition position was occupied by five women and four men. The results of this meaning and acceptance are motivated by several factors that influence it.

Keywords: *Sexism, advertising, mahasantri, sexual harassment, Rabbani hijab*