

ABSTRACT

Climate change has become a pressing global issue, prompting companies such as Apple to promote environmental awareness through campaigns like Mother Nature. However, the diversity of public responses to climate change campaigns remains underexplored, despite its potential to reveal social dynamics in the digital era. This study aims to analyze audience interpretations of the Mother Nature campaign, categorize audience segments, and identify key factors influencing their perceptions. This research employs a qualitative descriptive method using a reception analysis approach, grounded in Stuart Hall's theory. Data were collected through FGDs, interviews, and documentation, involving 10 informants from diverse backgrounds. The findings reveal that audience interpretations of the Mother Nature campaign are polysemic, classified into three categories: (1) dominant hegemonic, perceiving Apple as an environmentally responsible brand; (2) negotiated, simultaneously criticizing and appreciating the campaign's message; and (3) oppositional, questioning Apple's intentions. Additionally, four significant factors shape audience interpretations: experience in addressing climate change issues, media access, age, and the purpose of using Apple products. These findings contribute to the development of communication strategies for environmental campaigns and advance the field of environmental communication studies.

Keywords: audience interpretation, climate change issues, Apple campaign

ABSTRAK

Perubahan iklim menjadi isu global yang mendesak, mendorong perusahaan seperti *Apple* untuk mengampanyekan kesadaran lingkungan melalui tayangan *Mother Nature*. Namun, keberagaman respons khalayak mengenai kampanye isu perubahan iklim belum banyak diteliti, padahal pemahaman atas opini publik dapat mengungkap dinamika sosial di era digital. Penelitian ini bertujuan menganalisis pemaknaan khalayak mengenai kampanye *Mother Nature*, mengkategorisasi khalayak serta mengidentifikasi faktor-faktor yang memengaruhi pemaknaan. Metode dalam penelitian menggunakan kualitatif deskriptif dengan pendekatan analisis resepsi yang didukung oleh teori Stuart Hall. Data dikumpulkan melalui FGD, wawancara mendalam, dan dokumentasi, dengan melibatkan 10 informan dari berbagai latar belakang. Hasil analisis menunjukkan bahwa pemaknaan khalayak terhadap kampanye *Mother Nature* bersifat polisemi, dengan tiga kategori khalayak; (1) *dominant hegemonic*, yang melihat *Apple* sebagai merek peduli lingkungan; (2) *negotiated*, yang mengkritik sekaligus mengapresiasi pesan kampanye; dan (3) *oppositional*, yang meragukan niat *Apple*. Selain itu, 4 faktor signifikan memengaruhi pemaknaan, yaitu pengalaman menangani isu perubahan iklim, akses media, usia, dan tujuan penggunaan produk *Apple*. Temuan ini berkontribusi pada praktik kampanye dan pengembangan ilmu komunikasi lingkungan.

Kata kunci: pemaknaan khalayak, isu perubahan iklim, kampanye *Apple*