

Reader's Acceptance on The Online News of The Rain Handler at The Mandalika MotoGP Circuit

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ABSTRACT

Keywords

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This research was conducted with the aim of knowing reader acceptance of online news on the DetikNews page regarding the Rain Handler's actions at the Mandalika MotoGP Circuit. This type of descriptive qualitative research uses the reception analysis method. The theory used in this study is acceptance theory. Informants in this study are active readers of online news pages. In the study there were four informants. The results of the study concluded that there were three informants in a negotiated position, who understood and accepted the content of the news but had their own opinions. where, there were three informants who stated that they did not fully believe in the actions of rain handlers, but supported the news about rain handlers to the world to introduce Indonesian cultural traditions and local wisdom, while there was one informant who was in the position of opinion, which means that there was one informant who did not fully trust the content of the news about the action of the rain handler and considered the news of the rain handler to close the most important part of the event MotoGP.

1. Introduction

The city of Mataram, especially the Mandalika area, has become a super priority destination which is marked by the emergence of the Mandalika Circuit which was inaugurated since November 12, 2021. This has made Indonesia the host for the MotoGP sports event which is the main championship of various Grand Prix Motorcycle racing series after 25 minutes of waiting. year, where the event was held on 18-20 March 2022 (Liputan6, 2022). In its performance, it is known that the official MotoGP event is broadcast live by 200 countries through various digital media (Primus, 2022). The Ministry of Communication and Informatics (Kominfo) is known to assist journalists in disseminating information about the MotoGP 2022 series of events by providing the Indonesian Media Center (MCI) facility for journalists doing coverage (Kominfo, 2022).

The presence of MotoGP activities at the Mandalika Circuit is an important opportunity for Indonesia to promote state-owned assets, such as tourism and culture, so that media coverage by Indonesia is very intense. Regarding the reporting, there is another unique thing that has become the center of news regarding the 2022 Mandalika MotoGP, namely the appearance of the Rain Handler. Where it was reported that one of the incidents during the MotoGP event which was highlighted by the media and even the international media was regarding the presence of a rain handler. The rain handler tradition itself has been carried out from generation to generation and has been known by the people of Indonesia for a long time, with various names and rituals. Quoted from the Kompas page (2022) it is stated that foreign media such as SpeedWeek and Mundo Deportivo Spain have praised the presence of the rain handler, in addition to that the official MotoGP website also stated that Rara Rain handler's action was considered successful in stopping the rain. Meanwhile, it was reported that the actions of a rain handler, Rara Istiati Wulandari, who claimed to be able to drive away the rain during the MotoGP event at the Mandalika Circuit, reaped pros and cons among the audience, where there were people who believed and also did not believe in the role of the rain handler in stopping rain

at the event. MotoGP Mandalika 2022 (DetikNews, 2022). Furthermore, research conducted by Adnan and Uyuni (2022) confirms that the use of rain handler services is contrary to religion because it is considered a shirking act because it believes and asks for something other than God. Research conducted by Kariana et al (2022) stated that the action of the MotoGP rain handler, made a tradition or culture that exists in Indonesia, especially the island of Lombok also global. In addition, the Indonesian government is considered successful in promoting culture and tourism through the action of rain handlers at the Mandalika Circuit. A different thing was responded to by the public in Indonesia, who emphasized that the performance of the Mandalika Circuit rain handler was considered a failure during the 2022 Indonesian MotoGP event, which was based on the absence of anticipation of heavy rain hitting the MotoGP event (Shafly, 2022).

Publics have freedom in interpreting the meaning of the contents of the message conveyed by the media. So in this case, reception analysis is needed to find out the meaning or reader's acceptance of the news presented. the author will use reception or acceptance analysis. According to McQuail (2011) the use of acceptance theory is aimed at finding understanding and forming meaning in the recipient. The use of Reception analysis will be constructed by readers of different backgrounds, cultures, genders, and so on. Through this acceptance analysis, the researcher wants to find out whether the meaning that has been created/formed (Encoding) by DetikNews for the news about the Rain Handler's Action will be the same as the meaning received and created (Decoding) by the reader after reading the news about the Rain Handler's action on the Mandalika MotoGP circuit. in DetikNews, where the acceptance category in this analysis includes three categories, namely dominant, negotiation and opposition.

There are also several previous studies that examine the same things that the author uses as a reference or reference. One of them, research conducted by Zulfianita and Wahid (2016), Dwiputra (2021), Sabrina (2014), and Nuraini (2021) which has similarities with the research to be carried out, which analyzes audience reception in online news media, and similarly concludes that there are three audience positions in news reception, namely dominant positions, negotiations and opposition. The difference between this research compared to previous research is in the focus of the news topic of this research, namely the news about Rain Handler in MotoGP Mandalika events. So, it is interesting for the writer to study this related to the existence of news in the media regarding the presence of the Rain Handler by reviewing the reader's acceptance of the message conveyed on online news sites. Whatever the purpose of doing this research is to find out and describe the meaning of online news readers on one of the online news portal sites related to news about Ms. Rara Pawang Rain at the Mandalika MotoGP Circuit.

2. Method

This research is a descriptive type of research with a qualitative approach. In this research which is qualitative in nature, the researcher uses the constructivism paradigm. Because the constructivism paradigm is produced from sources or informants, the results are in the form of constructs or realities that occur by individual humans without changing the results that occur (Sugiyono, 2016). The object studied in this study is online reporting on the Detik News and Tempo.co sites regarding Rara Handler Rain in the MotoGP event in Mandalika. Furthermore, in the process of collecting data, researchers will conduct in-depth interviews with 4 informants. Then this study will use Stuart Hall's encoding-decoding model to analyze how audiences interpret the messages displayed on the Detik News page regarding Mba Rara Charming Rain in the MotoGP event and determine and categorize the position of the informant into three positions namely Dominant, Negotiation and Opposition.

3.3. Result and Discussion

There are four informants in this study, where the researcher presents three news stories about the handlers of the rain on the detikNews page. Following are the findings of the data for each informant:

Informant I stated that the action of the rain handler dominated the news media more than the MotoGP event. He considered it a natural thing that the rain handler's actions would be in the media spotlight, because previously there had never been a rain handler phenomenon participating in a MotoGP event. Informant I saw that the contents of the news were divided into two pros and cons, namely a form of appreciation for the presence of the rain handler and the hard work of BRIN in

modifying the weather using technology. However, he also considers that the rain charmer's action is a form of local wisdom initiative. He also believes that the presentation of DetikNews articles does not lead opinions to one point of view and the contents of the news are conveyed clearly, and do not corner any party. According to him in assessing the news,

Informant II was of the opinion that the news presented by DetikNews regarding Rara the rain handler was about the existence of the rain handler which had become hereditary in Indonesia and also an explanation about BRIN who was in charge of modifying the weather at the Mandalika MotoGP performance. He thinks that DetikNews' news is more focused on the action of the rain handler than the MotoGP event, according to him this is interesting and very good because the rain handler's action at the event is an attraction for foreign media, and considers the news to be more global bringing Indonesia's name to wealth. existing culture. Furthermore, Informant II revealed that the news from detikNews about the rain handler's action was a form of endeavor and was used as a second option, because the first option is to use chemicals or have been chemically tested because the BMKG has predicted that on that date it will rain heavily. Then, the second option is the action of the rain handler which illustrates the form of endeavor with Allah SWT, which is a hereditary tradition in Indonesia.

Informant III argued that he did not believe in the rain handler's action because he thought it was unreasonable. He thinks that the existence of the rain handler may be accepted and understood only by people who understand Javanese traditional beliefs, whereas for people who do not understand Javanese traditional beliefs, the presence of the rain handler becomes difficult to understand. Meanwhile, he only responded to the news about the rain handler's action only to introduce Indonesian culture abroad.

The same thing was conveyed by Informant IV, where he did not believe the entire contents of the news regarding the success of the rain handler action at the MotoGP event, because according to him the weather at that time had been predicted by the BMKG. According to him, the handler of rain is something that makes no sense and is contrary to Islam. As well as the news about the handler of the rain, it omitted the most important element from the event, because all the news in various media only focused on the action of the handler of the rain.

Based on the findings of the data that have been presented, in this section the researcher will interpret the opinions of all informants with reception analysis, where the researcher will describe the positions of the informants. In general, in the theory of reception analysis, there are three categories of public positions, namely dominant, negotiation and opposition (McQuail, 2011). So, researchers can find out how the audience understands or accepts the contents of DetikNews media news regarding Rara Handler's action at the MotoGP event. The news content presented by DetikNews contains the actions of the Mandalika MotoGP Rain Handler who has become the focus of various media, even foreign media. Apart from that, DetikNews also publishes a news presentation that contains the pros and cons of the Indonesian people regarding the success of the rain handler's action.

Based on their position, informants I, II and III are in a negotiating position. This position is a combination position. On the one hand, the audience can perceive the dominant code in the text, but on the other hand, they reject it and they make a selection which one is suitable or not to be adapted to a more limited (local) context (McQuail, 2011). This means that informants I, II and III receive and understand the entire content of the news on DetikNews regarding the action of "Mba Rara" Handler Rain at the MotoGP event, but still have their own opinion on the news presented. The findings of the data reveal that they do not believe in the success of the rain handler, but rather that the success of the weather modification has been determined by the BMKG. However, informants I, II and III, However, Informants I, II and III, simultaneously agreed and supported the news of the rain handler with the news, because they considered that the news presented by DetikNews gave its own benefits to Indonesia.

In addition, they are in line with the opinion that media coverage of the Rain Charming Action is only to introduce local wisdom and culture that has existed for generations in Indonesia to the world. This was also expressed by Informants I and II who stated that many foreign media presented news about the action of the rain charmer. As well as Informant III also added that there were many positive responses regarding the rain handler which is unique and provides a special attraction for Indonesia.

Meanwhile, data findings show that Informant IV is in an oppositional position. It is the same as the audience in a negotiating position, in this case the audience also understands the denotative and connotative meanings as an abstraction of the message being made, but the attitude they show is the exact opposite of the message content (McQuail, 2011). In other words, in this position there is an objection from Informant IV to the dominant code because there are alternative references that are considered more relevant. Where, in this position, Informant IV considered that the action of the rain handler only removed the focus of important events on MotoGP and he also emphasized that the information provided by DetikNews was more towards the success of the rain handler action, whereas according to Informant IV the action of the rain handler is something that makes no sense and is against religion.

Regarding the opinion of Informant IV, the research conducted by Mohammad Adnan and Badrah Uyuni (2022) concluded that the law of using and trusting the services of rain handlers is something that is not permissible in Islam. According to Informant III, the existence of the rain handler may be accepted and understood only by people who understand Javanese traditional beliefs, whereas for people who do not understand Javanese traditional beliefs, the presence of the rain handler becomes difficult to understand. So that Informant IV wanted more news content regarding Indonesia's presentation as the Host in the MotoGP event and rejected all news content regarding the Rain Handler Action.

4. Conclusion

Based on the findings of the data that the researcher has described, the researcher concludes that there are two positions found, namely the position of negotiation and opposition. None of the informants believed in the existence of the rain charmer because it was against religion. However, there were three informants (Informants I, II and III) who were in a negotiating position, where they accepted and understood the content of the news and believed that reporting helped introduce Indonesian local wisdom and ancestral culture to the world. Then there was one informant (IV) who rejected the contents of the DetikNews message, because he thought the rain handler's action was not successful and the news only covered the most important part of the MotoGP event.

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