YAYASAN AKRAB PEKANBARU
Akrab Juara : Jurnal Ilmu-ilmu Sosial
Volume 11 Nomor 2 Edisi Mei 2026 (902-916)
https://doi.org/10.58487/akrabjuara.v11i2.2803

24

AUDIENCE RECEPTION ANALYSIS OF THE SMOKING BAN CASE AT SMAN 1 CIMARGA IN @BANGSAONLINE TIKTOK CONTENT

Robbikal Muntaha Meliala, Indria Kumala
Fakultas Komunikasi dan Bahasa Universitas Bina Sarana Informatika
(Naskah diterima: 1 Maret 2026, disetujui: 31 Maret 2026)

Abstract

In the digital era, communication technology has brought about significant changes in the dissemination of information through the phenomenon of virality on social media. TikTok has become one of the main platforms used by the public to quickly access information, including news content about cases in educational institutions. One case that attracted public attention was a post by the TikTok account @bangsaonline regarding a smoking ban for students that resulted in physical action by the Principal of SMAN 1 Cimarga. The researcher chose this content because it sparked widespread debate and created a domino effect that could potentially influence public perception of the image of education. The purpose of this study was to determine how the audience reception analysis of the smoking ban case for students of SMAN 1 Cimarga in the TikTok news content @bangsaonline. This study used a qualitative method with a netnography approach and Stuart Hall's reception analysis theory. The results showed that informants interpreted the message differently based on their backgrounds and personal experiences.

Keywords *: Reception Analysis, Social Media, Cigarettes, Student Discipline, SMAN 1 Cimarga, Bangsaonline, TikTok*

Abstract

Pada era digital, teknologi komunikasi telah membawa perubahan besar dalam penyebaran informasi melalui fenomena viralitas di media sosial. TikTok menjadi salah satu platform utama yang digunakan masyarakat untuk mengakses informasi secara cepat, termasuk konten berita mengenai kasus di institusi pendidikan. Salah satu kasus yang menarik perhatian publik adalah unggahan akun TikTok @bangsaonline mengenai larangan merokok pada murid yang berujung pada tindakan fisik oleh Kepala Sekolah SMAN 1 Cimarga. Peneliti memilih konten ini karena memicu perdebatan luas dan menimbulkan efek domino yang berpotensi memengaruhi persepsi masyarakat terhadap citra pendidikan. Tujuan dari penelitian ini adalah untuk mengetahui bagaimana analisis resepsi khalayak terhadap kasus larangan merokok pada murid SMAN 1 Cimarga dalam konten berita TikTok @bangsaonline. Penelitian ini menggunakan metode kualitatif dengan pendekatan netnografi dan teori analisis resepsi Stuart Hall. Hasil penelitian menunjukkan bahwa informan memaknai pesan tersebut secara beragam berdasarkan latar belakang dan pengalaman pribadi mereka.

Kata Kunci: Analisis Resepsi, Media Sosial, Rokok, Disiplin Siswa, SMAN 1 Cimarga, Bangsaonline, TikTok.

Copyright © 2026 by Author(s)
This work is licensed under a Creative Commons Attribution-ShareAlike 4.0 International License

I. INTRODUCTION

The development of communication technology has brought about significant changes in how information is disseminated and received by society, creating a phenomenon known as virality. Virality, when content rapidly spreads widely across various groups, plays a significant role in shaping public perceptions and reactions to conflicts, issues, and crises. "This virality process is influenced not only by the characteristics of the content itself, but also by communication patterns, platform algorithms, and active user participation in disseminating information." (Azmi, 2025). One of the media currently used by the public is TikTok. The results of a survey conducted by the Indonesian Internet Service Providers Association (APJII) on TikTok social media showed an increase in messages in 2025 of 35,17%, beating two other social media in 2024, namely Facebook 34,85% and YouTube 27,53% while TikTok was ranked third with the most frequently used application of 18,61% (APJII, 2025). This demonstrates TikTok's high popularity among Indonesians. On TikTok, conflicts, issues, and crises that initially start out local and sensitive, such as internal institutional conflicts, can quickly become public consumption on a national scale.

Educational institutions, as institutions that uphold the nation's moral, ethical, and character values, can face significant reputational risks amidst the digital information flow. Any incident involving discipline, violence, or ethics has the potential to trigger conflict and a serious reputational crisis because it affects public perceptions of child care and safety. One platform that plays a significant role in disseminating this issue to the public is TikTok. Its like-and-share format, along with its comment feature, allows for interaction and exchange of opinions among audiences."With the ability to disseminate information quickly and widely, social media provides a platform for people to share experiences, report incidents, and participate in discussions related to issues" (Cahyadi, 2025). Therefore, it is necessary to have an insight into how someone receives a media message by analyzing audience reception.

The TikTok news content that was analyzed for audience reception in this study was content on the @bangsaonline account regarding the case of the smoking ban on students at SMAN 1 Cimarga.The TikTok account @bangsaonline is a short video-based digital platform officially managed by bangsaonline.com, a news media from East Java whose media and

journalists have undergone competency certification and have been verified by the Press Council on October 22, 2020. Bangsaonline.com was founded by Mas'ud Adnan on July 24, 2014 thanks to the encouragement of his journalist friends. Initially, Bangsaonline was managed by senior editors of Harian Bangsa which was founded on March 1, 2000, but they felt unable because online media was not as popular as it is now. Bangsaonline has its own PT, namely PT Bangsa Sejahtera Pers which has an office at Jalan Cipta Menanggal I, number 35, Menanggal, Gayungan District, Surabaya, East Java. The TikTok account @bangsaonline has been verified with a blue tick and already has 7.3 million followers and 424.3 million likes. The main types of content include fast and viral news such as live coverage, street interviews, amateur recordings, with supporting written narratives and hashtags such as #tiktokberita.



Source: TikTok @bangsaonline.

Figure 1. TikTok account @bangsaonline.

The case in this content occurred at a school, SMAN 1 Cimarga. SMAN 1 Cimarga is a leading public high school located in Cimarga District, Lebak Regency, Banten Province, with a central role in developing young people in rural areas through a focus on character education and preparation for entering state universities. SMAN 1 Cimarga has also been accredited with an "A". According to Purwanto, "schools are social institutions that serve members of the community in the field of education. Schools are the most important education after families, functioning to help families educate their children" (Simanjorang, 2023). Therefore, if a case occurs, it can attract everyone's attention, as schools are places associated with education. The @bangsaonline content that served as the unit of analysis for this study was content titled "Slapped for Smoking, SMAN 1 Cimarga Student Reports to Police, Hundreds of Students Go on Strike," published on October 14, 2025. This contenthas received 5.1 million views, 153.6 thousand likes, 23.5 thousand comments, 8,057 saves, and 6,059 shares.



Source: TikTok @bangsaonline(https://vt.tiktok.com/ZSPoHK3nW/)

Figure 2. TikTok content @bangsaonline "Slapped for Smoking, SMAN 1 Cimarga Student Reports to Police, Hundreds of Students Go on School Strike"

Based on the narration of the TikTok video content @bangsaonline and public reports, the chronology of the SMAN 1 Cimarga incident began on October 10, 2025, during the Clean Friday activity, when Principal Dini Pitria reprimanded student Indra Lutfiana Putra who was caught smoking and refused to participate in the activity, the reprimand ended in a spontaneous slap after the student denied it. This incident was recorded by another student's cellphone camera which became the origin of the viral video. The student reported to his parents who took the case to the police for alleged violence, triggering a solidarity of 630 students on strike starting on October 13, 2025, the student strike that lasted for two days with the appearance of empty classrooms spread on social media. This video attracted the attention of the Deputy Governor of Banten, Dimayati Natakusuma, so that the Banten Provincial Education Office temporarily suspended the Principal for further investigation. The SMAN 1 Cimarga case triggered various significant impacts, including long-term concerns in the comments column and public discussion regarding the risk of blacklisting alumni of the 2026-2028 class by the industrial world (the issue of HRD rejecting "naughty" graduates from conflict-ridden environments).

Therefore, the formulation of the problem and the objective of this research is to find out. How is the analysis of audience reception towards the smoking ban case for students of SMAN 1 Cimarga in the TikTok news content @bangsaonline. This research focuses on informants who have a professional and status relationship with the news of the SMAN 1 Cimarga case.

II. THEORETICAL STUDIE

2.1. Theory of Stuart Hall

Reception in communication refers to the process by which an audience interprets, understands, and gives meaning to the messages they receive. "Reception is the process by which individuals interpret and understand information or experiences based on their background, values, and beliefs" (Putri & Setyawan, 2025). Meanwhile, in communication, the audience encompasses several important aspects, the audience is the target of the message, acting as the recipient of the message sent by the source or communicator. The audience is the recipient of the message sent by the source or communicator using media. In communication studies, the audience can be an individual, a group, or a community (Sirait et al., 2024). So both, the reception and the audience, are interconnected.

This research uses a qualitative method with a netnographic approach (internet user culture) with Stuart Hall's reception analysis theory. Stuart Hall stated that the message conveyed by the communicator can be interpreted differently by the recipient of the message. The message created by the communicator (encoded) and the recipient of the message (decoded) do not always have a symmetrical form. Stuart Hall's reception divides the audience receiving media messages into three positions, Dominant Hegemonic (fully accepting the media message), Negotiation (accepting part of the media message but modifying the meaning of some), Opposition (completely rejecting the media message).

2.2. Social Media

The spread of news today is easily spread globally through social media. "Social media is an online medium where users can easily participate, share, and create online media content that supports social interaction using web-based technologies that transform communication into interactive dialogue" (Liedfray et al., 2022). One of the most popular social media platforms today, particularly for disseminating information, is TikTok. TikTok is an audio-visual media platform, which allows users to hear and see shared content" (Barus, 2024).

In social media, the output produced is known as content. "Content is the most important element in the digital world, especially in marketing. It's the primary tool used to disseminate information and serve as a medium for communicating with consumers. Content is packaged in the form of engaging images and videos that provide information or simply entertainment" (Septrian & Nirmala, 2025). Content comes in various forms, one of which is news. News is a crucial element in mass communication, serving as a conveyor of current information. "News

is the most timely report of current facts or ideas that are true, interesting, and important to a large audience, delivered through periodic media" (Astuti et al., 2023).

III. RESEARCH METHODS

This study uses qualitative research. According to Sugiyono, "Qualitative research is a research method used to conduct research in natural settings, where the researcher serves as the key instrument, data collection is triangulated, data analysis is inductive, and research results emphasize meaning rather than generalization" (Safarudin et al., 2023). The approach used in this study is a netnographic research approach specifically designed with Stuart Hall's reception analysis. According to Robert V. Kozinets, "a netnographic approach is a method that focuses on understanding the virtual world where individuals connect with one another and can build their own culture and social structure" (Azizah, Nursanti, & Nurkinan, 2024). The connection between qualitative research and the netnographic approach is what creates a naturalistic and interpretive approach, where researchers first understand digital culture before delving deeply into the audience's subjective meanings through interviews. Meanwhile, the research design used to analyze the data was Stuart Hall's reception analysis. Stuart Hall divides the audience receiving media messages into three positions, Dominant Hegemonic (fully accepting media messages), Negotiation (partially accepting media messages but modifying the meaning of some), Opposition (completely rejecting media messages).

The research location was divided into two, because in this study, with the Stuart Hall reception analysis design, the author divided two main dimensions, namely virtual and physical. The virtual dimension (research object) is the virtual research location, namely the TikTok social media channel on the @bangsaonline account. And the physical dimension (data collection) is the location that the informants have agreed upon for interviews with the researcher. The research time covers the period of study implementation, starting from the pre-field stage to the writing of the final report. The period lasted from October 17, 2025 until completion. Specifically for informant interviews began on December 10, 2025 to December 15, 2025. The unit of analysis of this research itself is video content taken by the researcher from the TikTok social media account @bangsaonline with the title "Slapped for Smoking, Students of SMAN 1 Cimarga Report to the Police, Hundreds of Students Go on Strike", which was published on October 14, 2025 and is in the form of individual audience perceptions after watching the video content holistically.

This qualitative research adopts Stuart Hall's reception analysis model, which emphasizes the diversity of informants' backgrounds (field of experience and frame of

reference) in identifying the three audiences' meaning-making positions. Therefore, the informant selection technique used was purposive sampling. "Purposive sampling is defined as a sampling technique characterized by specifically selecting sample members based on the research objectives" (Lombok & Samadi, 2022). In Stuart Hall's reception analysis, purposive sampling allows researchers to deliberately select informants who have diverse FoRs and are appropriate to their needs.The researchers identified 10 informants divided into two main groups. The first group consisted of two key informants, a high school teacher (Mrs. Nurul) and a general practitioner (dr. Yudi). The second group consisted of eight supporting informants, consisting of parents of high school students (Mrs. Sutirah, Mrs. Zumrotun), high school students (Aprillia, Sheno), a company director (Ferianti), a student (Amel), and TikTok users (Nurul, Nadia).

Data collection techniques were carried out in four stages, observation, interviews, documentation, and literature review. The types of observation chosen by the researcher were non-participant observation and systematic observation. This choice was based on two main reasons. Non-participant observation was chosen because the researcher is obliged to maintain objectivity and not be involved in audience interactions or the lives of informants, but only as an observer. Systematic observation was chosen because this observation is structured and uses instruments to record codes and messages in the TikTok video @bangsaonline. The type of interview chosen by the researcher was a semi-structured interview. Semi-structured interviews allow researchers to use a structured interview guide, but remain flexible to adjust the flow of questions and dig deeper based on informant responses. In this study, documentation was carried out through three main activities, primary documentation of the research object, documentation of the interview process, and documentation of interview results. And finally, a literature study was conducted to strengthen the main framework of the research.

Finally, there are three stages in data processing and analysis. First, data reduction. In this study, data reduction is carried out in two stages, encoding and decoding. Second, data presentation. In this study, data presentation is based on reduced data, which is then presented in a structured and easily analyzed format. Third, conclusion drawing. Conclusion drawing begins with the data collection process at the location, meaning that researchers must strive to understand the meaning of the data obtained. In this study, conclusions are drawn after all encoding and decoding data have been classified. Conclusions are comprehensive, interpretive, and must answer the problem formulation. This conclusion drawing also involves verification throughout the analysis process.

IV. RESEARCH RESULTS

To obtain clear research results and discussions, in the study "Analysis of Audience Reception to the Case of the Smoking Ban on Students of SMAN 1 Cimarga in TikTok News Content @bangsaonline", the researcher used Stuart Hall's theory. In theory, it maps and determines the position of the audience in interpreting media messages into three main positions, namely the dominant hegemonic position, the negotiation position, and the opposition position in receiving media messages. And also to find out and determine the cognitive, affective and behavioral effects of each informant after seeing the case of the smoking ban on students of SMAN 1 Cimarga in TikTok news content @bangsaonline. The informants used were informants with different backgrounds

Table 1. Informant Name

No	Name	Age	Gender	Work
1	Nurul. H	34	Woman	Guidance and Counseling Teacher
2	dr. Yudi	27	Man	Doctor
3	Ferianti	51	Woman	Director
4	Amel	23	Woman	Student
5	Aprillia	18	Woman	Vocational school students
6	Shen	17	Man	Vocational school students
7	Sutirah	52	Woman	Housewife
8	Zumrotun	39	Woman	Housewife
9	Nurul	24	Woman	Employee
10	Nadia	24	Woman	Employee

Source: Processed researcher data (2025)

4.1. Public Understanding of Students' Smoking Behavior at SMAN 1 Cimarga

Public perspectives on smoking vary. Nowadays, cigarettes are used and enjoyed not only by adults but also by teenagers and even school-age students. However, everyone believes that smoking is unhealthy, especially when done in public. This is evident in how informants responded to and evaluated these students' smoking behavior.

The first informant, Mrs. Nurul H, a guidance counselor at a school, stated that smoking at school is something that is not allowed because it is written in the regulations and smoking at school has quite a big point.

In the second informant, dr. Yudi stated that in the health sector, smoking is a dangerous activity and causes cancer because cigarette packs contain substances that can cause addiction.

In the third informant, Ferianti stated that smoking was a mistake, but she stated that a smoking mistake made by a student or child should not be repaid with a mistake as well.

In the fourth interview, Amel explained that smoking in schools is also wrong. Schools, as educational settings, are smoke-free. She also revealed that her university environment remains smoke-free.

The fifth informant, Mrs. Sutirah, also stated that if her child smoked on school grounds, she would not allow it. She believed it was wrong and that the child should be counseled.

The sixth informant, Mrs. Zumrotun, echoed Mrs. Sutirah's opinion. She stated that smoking on school grounds is wrong and that she would scold her child if she caught him smoking. She also stated that she would counsel and discipline any child who smoked.

The seventh informant, Aprillia, a high school student, disapproved of smoking on school property. She believed it violated school rules. She wanted students who smoked to be humiliated.

The eighth informant, Sheno, a student, also agreed with Aprillia's opinion. He believes smoking on school premises violates school regulations.

The ninth informant, Nurul, expressed her dislike for people who smoke, especially students. She believes that smoking in school is considered a form of delinquency at school age. She stated that it's not yet time for schoolchildren to smoke because they can't earn their own money yet.

The tenth informant, Nadia, also expressed an opinion that echoed Nurul's. She believed that smoking in schools, especially when students smoke, is wrong and should not be condoned or defended.

Of all the informants, it can be concluded that all 10 agreed that smoking in schools is bad, unacceptable, wrong, and a form of mischief. This places them all in a dominant position in receiving media messages about smoking and the ban on smoking in schools.

4.2. Public Views on the Responsible Parties in the SMAN 1 Cimarga Smoking Ban Case

In the case of the smoking ban at SMAN 1 Cimarga, different perceptions inevitably arose among informants regarding who should be most responsible. In this case, the smoking ban held a dominant position, meaning the principal held the authority to address violators. This difference arose due to their varying statuses, as teachers, as students, and so on.

In the first interview, Mrs. Nurul H. expressed her view that the child was at fault, and the principal was at fault. Both parties must take responsibility for their actions. Both the child's perspective as a student and the principal's perspective are detrimental to the teacher's reputation.

In the second interview, dr. Yudi expressed his view regarding responsibility for the problem, stating that the principal's actions were wrong because they were violent. However, he made an exception, stating that it wasn't entirely the principal's fault. He suggested that perhaps the student had been warned but didn't listen, which upset the principal.

In the third interview, Ferianti revealed that the principal bears the greatest responsibility. According to her, as long as it's within the school, it's the principal's responsibility. However, she made an exception, noting that the principal's disciplinary actions were correct, but the method used was incorrect.

The fourth informant, Amel, had a different view. She believed that the fault and responsibility lay with the students' parents. The principal has the authority within the school to impose sanctions. In her view, all of these cases occurred because parents were overly indulgent and defended their children's mistakes.

In the fifth interview, Mrs. Sutirah blamed the principal for the incident, claiming it was the principal who physically abused the student by slapping him. However, Mrs. Sutirah made an exception, stating that the principal's smoking ban was correct, but the method used was wrong.

In the sixth interview, Mrs. Zumrotun revealed that the principal was indeed at fault, but not entirely her own. She made an exception, perhaps because the child denied it.

In the seventh interview, Aprillia, a student, stated that the principal's actions were wrong. However, she added that it was an exception, saying that it was fine if she spoke kindly or simply reprimanded him.

The eighth informant, Sheno, a student, held a different view than Aprilia. He believed that responsibility and blame lay with all three parties. He believed the principal was at fault, the students were at fault, and the parents were also at fault. Therefore, he believes all parties are responsible, and he makes an exception because all three were at fault.

In the ninth interview, Nurul revealed that the fault and responsibility lie with both parents: the parents at home and the parents at school. She believes the parents were wrong to defend the child. However, she feels the principal's actions were wrong. She made an exception, perhaps because the principal was upset because the child might often do this.

In the tenth interview, Nadia felt the child was the most responsible party in this case. Because he was the one who made the mistake, he was the one who committed the violation. And the mistake, namely smoking on school grounds, he committed it on school grounds.

Interviews revealed differing perspectives on who was at fault and who was responsible. Some believed the principal had full authority because the student's mistake occurred at school. Others believed the principal was correct in enforcing the rules but the disciplinary method used was incorrect. Eight informants were in a negotiating position, while two were in a dominant position, justifying the principal's disciplinary actions.

4.3. Case Analysis of SMAN 1 Cimarga Reception Using Stuart Hall's Theory

To understand how the analysis of audience reception to the case of the smoking ban on students of SMAN 1 Cimarga in the TikTok News Content @bangsaonline, researchers used Stuart Hall's Theory to divide the position of audience reception. This division point was also obtained from the sub-chapter of results regarding the audience's understanding of the smoking behavior of students at SMAN 1 Cimarga and the public's views on the parties responsible for the case of the smoking ban at SMAN 1 Cimarga. Because the message the media wants to convey is about smoking and its discipline. The positions are divided into three, outlined and explained as follows:

1. Hegemonic Dominant Position, where the audience or viewer fully accepts the messages conveyed and displayed by the media. In this study, the dominant position means they agree with the smoking ban for students at SMAN 1 Cimarga and agree with the principal's actions.
2. Negotiation Position, which is the position of the audience or viewer who accepts or rejects some of the messages conveyed and displayed by the media. In this study, the negotiation position means they agree with the smoking ban for students at SMAN 1 Cimarga but reject the principal's action, or vice versa.
3. Oppositional Position, which is the position of the audience rejecting the message conveyed and displayed by the media and interpreting it in the opposite way. In this study, the oppositional position means they disagree with the smoking ban for students at SMAN 1 Cimarga and reject the actions taken by the principal.

Based on the results of interviews with informants and positioning in the previous sub-chapter, the results of the audience reception analysis using Stuart Hall's theory were as follows:

1. Informant 1 – Nurul H, Teacher – Negotiation

Informant 1 demonstrated a very objective stance. He agreed that the smoking ban in schools was correct. Although he was an educator, he didn't necessarily defend the principal's actions, but he also didn't condone the students' behavior.

2. Informant 2 – dr. Yudi, Doctor – Negotiation

Informant 2 fully and strongly agreed that the smoking ban in schools was correct, a position reinforced by his profession as a doctor, who considers smoking to be detrimental to health. However, he opposed the principal using violence to discipline students, believing this would harm their psychological well-being.

3. Informant 3 – Ferianti, Director – Negotiation

Informant 3 was in a negotiating position because she accepted and agreed that the smoking ban in schools was correct. However, she disagreed with the physical violence perpetrated by the principal. This disapproval of violence also stemmed from her status as a mother of two children.

4. Informant 4 – Amel, Student – Hegemonic Dominant

Informant 4 occupies a dominant hegemonic position. He fully accepts the messages conveyed and presented by the media. He agrees that the smoking ban in schools is correct. He also agrees that the principal's actions to discipline students who break the rules are correct. He considers this message to be absolute.

5. Informant 5 – Sutirah, Parents – Negotiation

Informant 5 clearly accepted and agreed that smoking was prohibited at school, considering it a sign of disobedience or mischief. However, he disagreed with the principal's use of physical force to resolve disciplinary actions.

6. Informant 6 – Zumrotun, Parent – Negotiation

Informant 6 justified that students were not allowed to smoke at school because it violated school regulations. However, he rejected the principal's physical action, saying it might deter students, but he believed it was not educational.

7. Informant 7 – Aprillia, Student – Negotiation

Informant 7, as a student, fully accepted the media's message that the smoking ban at school was valid. However, he refused to accept the principal's actions. He believed it would be better for the principal to resolve the matter amicably.

8. Informant 8 – Sheno, Student – Negotiation

Informant 8, as an open-minded student, fully agreed that smoking in school is prohibited and should not be allowed. However, he approved of the disciplinary action but rejected the principal's actions in the current era of child-friendly schools. He believed this case was the fault of all three parties: the students, the parents, and the principal.

9. Informant 9 – Nurul, TikTok User – Negotiation

Informant 9, a TikTok user who frequently watches media reports, expressed approval of the smoking ban in schools. However, he disagreed with the principal's actions against students who violated the ban. He felt the greatest fault lay with the parents who were overly defensive of their children.

10. Informant 10 – Nadia, TikTok User – Hegemonic Dominant

Informant 10 fully accepted the media's message that smoking is wrong, especially on school grounds. Furthermore, he lived in a neighborhood where smoking occurred, but he never inhaled cigarette smoke from anyone around him. He accepted the principal's disciplinary action, believing the students were ultimately at fault in this case.

In Stuart Hall's assessment of the reception positions of informants in this case, different perspectives were found. It can be concluded that there were 2 informants in the dominant hegemonic position and 8 in the negotiation position. No informants were in the opposition position.

V. CONCLUSION

This study examines how the audience receives the message displayed by the media @bangsaonline in the case of the smoking ban on students of SMAN 1 Cimarga. Based on the results of the analysis of audience reception with Stuart Hall's theory in this case, the results showed that there were no informants in the Opposition position. The number of informants in the Dominant Hegemonic position was 2 informants. And the number of informants in the Negotiation position was 8 informants. These results indicate that the negotiation position, accepting media messages but rejecting some is more dominant. This study also concluded that there are three effects of media content on informants, described as follows:

1. Cognitive Effects: All informants perceived the content of the SMAN 1 Cimarga case differently. Some gained new insights from the incident of a student being slapped by a teacher for violating smoking rules. Others recognized the importance of applying knowledge of the rules to relatives or school-age children. And still others understood the long-term impact of digital footprints and the link between character at school and employee acceptance and integrity in the workplace.
2. Affective Effects: A strong emotional polarization emerged. Most informants felt angry at the behavior of students and their friends, which they considered unethical, but on the other hand, they also felt emotional and regretted the Principal's actions. In general, informants

expressed feelings of emotion, disappointment, and sadness over the SMAN 1 Cimarga case.

3. Behavioral Effects: This content triggered real digital action among informants, with an interest in following the TikTok account @bangsaonline. In this study, 10 informants were interviewed, 5 were interested in following me, and 5 were not. These results indicate balance.

Suggestions for schools are expected to strengthen internal communication with parents to prevent school issues from going viral. Meanwhile, for the media @bangsaonline and the wider community, it is recommended to continue presenting and consuming information with a balanced narrative so as not only to trigger public anger but also provide wise educational solutions. Future researchers are also expected to expand the scope of this study to measure the correlation between short news consumption on social media and changes in adolescent behavior at school on a broader scale.

REFERENCE

APJII. (2025). *Survei Penetrasi Internet dan Perilaku Pengguna Internet 2025.* Retrieved from Survei APJII: https://survei.apjii.or.id/

Astuti, J., Nuraida, & Darmawan, C. (2023). Analisis Naskah Berita Siswa jurusan Produksi Siaran Pertelevisian SMK Negeri 5 Palembang. *Jurnal Studi Ilmu Komunikasi*, 87.

Azizah, A. N., Nursanti, S., & Nurkinan. (2024). Self-Disclosure pada Game Online Mobile Legends dalam Komunikasi Interpersonal untuk Mendapat Pasangan Virtual Penggunanya. *Jurnal Ilmiah Wahana Pendidikan*, 135.

Azmi, K. (2025). Fenomena Viral di Media Sosial: Analisis Pola Komunikasi dan Pengaruhnya Terhadap Opini Publik. *Journal of Science and Social Research*, 1814-1815.

Barus, R. A. (2024). Pengaruh TikTok terhadap Hasil Belajar Siswa. *Journal of Exploratory Dynamic Problems*, 89.

Cahyadi, J. (2025). Peran Media Sosial dalam Pengawasan dan Pencegahan Korupsi di Indonesia. *Journal of Management and Creative Business*, 193.

Liedfray, T., Waani, F. J., & Lasut, J. J. (2022). Peran Media Sosial dalam Mempererat Interaksi Antar Keluarga di Desa Esandom Kecamatan Tombatu Timur Kabupaten Minahasa Tenggara. *Jurnal Ilmiah Society*, 2-3.

Lombok, E. V., & Samadi, R. L. (2022). Pengaruh Brand Image, Brand Trust dan Digital Marketing Terhadap Keputusan Pembelian Konsumen pada Produk Emina (Studi Kasus pada Mahasiswa Universitas SAM Ratulangi). *Jurnal EMBA*, 957.

Putri, D. A., & Setyawan, S. (2025). Analisis Resepsi Followers Akun Instagram @menjadimanusia dalam Kesehatan Mental. *Jurnal Interaksi: Jurnal Ilmu Komunikasi*, 195.

Safarudin, R., Zulfamanna, Kustati, M., & Sepriyanti, N. (2023). Penelitian Kualitatif. *INNOVATIVE: Journal of Social Science Research*, 3.

Septrian, A. A., & Nirmala, A. (2025). Analisis Isi Konten Sosial Media dalam Meningkatkan Engagement pada Aku Instagram @mercurymediagroup.id. *RELASI: Jurnal Penelitian Komunikasi*, 2.

Simanjorang, R. R. (2023). Fungsi Sekolah. *Pediaqu: Jurnal Pendidikan Sosial dan Humaniora*, 12710.

Sirait, M. F., Siregar, S. A., & Syafika, N. (2024). Khalayak dalam Komunikasi Politik: Peran dan Pengaruhnya dalam Keberhasilan Proses Komunikasi. *Jurnal Lentera*, 286.