

ANALYSIS OF MUSLIM STUDENTS' RECEPTIONS TO TRIBUN NEWS.COM'S REPORT ON THE MCDONALD'S BOYCOTT

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ABSTRACT

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A topic that has garnered national attention from 2023 forward is McDonald's contribution of 4,000 meals to the Israeli army. Since the topic was deemed contentious, it was also covered by a number of news outlets. Tribun News.com was among the media outlets that reported the story as well. When it comes to covering McDonald's acts and their effects on society, Tribun News.com is a very informed source. The goal of this research is to learn more about how Muslim students' opinions and behavior are influenced by the media, particularly the news media. Understanding the existing background of cultural and religious variety, as well as how the media influences the dynamics of diversity among Muslim students, is another goal of this research. This research contributes to the understanding of how Muslim students receive and interpret information from the media. These findings can also be used to improve the media's understanding of how to convey information more effectively to Muslim audiences. This study takes a descriptive approach while utilizing a qualitative strategy. Interviews with informants about how Muslim students reacted to news from Tribun news.com yielded data. In-depth interviews with carefully chosen informants and content analysis of Tribun News.com articles regarding the McDonald's boycott were used to gather data. The collected qualitative data were subjected to many analyses in this study: data collecting, data reduction through the summarization and selection of key elements from the interview transcripts, and data presentation by the combination of multiple transcripts from the same interview. The majority of informants are then in a dominant position following the data summary. According to this stance, Muslim students support the boycott as a way to protest McDonald's Israel's acts, and informants are important for comprehending the news that Tribun News.com provides.

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1. Introduction

Technological developments have progressed quite rapidly. Both children and adults can experience these technological advances. Technological developments are experiencing rapid and significant growth, especially in life. Many of them have utilized technology, especially

those connected to the internet network. This provides an opportunity for Internet users to obtain various information from abroad. Technological developments have also changed the way individuals obtain information. Previously, information was mainly obtained from print media and television, but now information can be accessed through various online platforms such as news websites, blogs, social media and video sharing platforms. This has changed the information paradigm to be more open and easily accessible to the wider community. In the current era, rapid technological advances are changing the way people interact, communicate and live their daily lives. In the midst of these ongoing changes, Indonesia, with its large population and diverse culture, is the main figure in it. As the largest archipelagic country in the world with more than 17 thousand islands and a population of more than 250 million as of 2014, Indonesia faces unique challenges and opportunities in adapting and managing the impact of technological developments on its social life.

These challenges cover various aspects, such as changes in information access, changes in channels, and communication patterns. For example, advances in information and communication technology have influenced the way people interact, both in daily communication and in building social relationships. Indonesia also has a great opportunity to manage the positive impact of technology. By utilizing technology wisely, Indonesia can increase efficiency in various sectors. For example, information technology, especially the internet, facilitates access to information quickly and widely. The internet as a global network connects millions of devices with standard communication protocols enabling instant digital data transfer. News media use technology to collect, organize and present news information according to user interests. Through this technology, access to information is no longer limited by geographic or time boundaries. To be able to manage the impact of this technological development effectively, Indonesia needs to take various strategic steps. This includes developing adequate technological infrastructure, appropriate regulations, increasing people's digital literacy, as well as empowering human resources in the field of technology. In this way, Indonesia can take advantage of existing opportunities while overcoming the challenges faced in facing this digital era.

Technological developments have had a significant impact on internet access and information. One of the main impacts is increasing the speed and availability of internet access. Technologies such as 4G and 5G networks have enabled individuals to access the internet at higher speeds and in various locations, including in areas previously difficult to reach by traditional telecommunications infrastructure. Apart from that, technological developments have also expanded internet access through various types of devices. Initially, internet access could only be done via desktop computers, but now it can be done via various mobile devices such as smartphones and tablets. This allows individuals to access information quickly and easily, wherever and whenever they are.

In the past, the news paradigm tended to be top- down, where the mass media played a central role in controlling and directing the flow of information to the public. Individuals usually must actively seek information through print or electronic media, such as newspapers, magazines, or television shows. However, with the development of information technology and the internet, the news paradigm has experienced a significant shift. Currently, there is a quite striking paradigm shift in news reporting, where news tends to 'seek' its audience. This happens because of the phenomenon of democratization of information (democratization of information) caused by advances in digital technology. Various social media platforms, online news sites, and news aggregators allow news to reach its audiences more efficiently and without geographic restrictions. For example, news published by a person or institution can quickly spread widely via various social media platforms such as Facebook, Twitter and YouTube. This paradigm shift also has consequences for how information is consumed by society. People now have wider and faster access to news, but also have the potential to be exposed to fake news or information that is not properly verified. The fundamental difference between past and present reporting lies in the role and dynamics between the media and the audience. In the past, the media had a dominant role in

presenting information to the public, while now, audiences have a more active role in consuming and sharing the information they receive from various sources.

Along with the development of the internet, news can quickly spread to various corners of the world without the mediation of traditional media. Besides open room for public voice opinion and get information from various source, regardless from limitation geographic and traditional censorship, online media is also opening up opportunity for spread false, misleading, or even information it can also be dangerous become platforms for speech hatred, provocation, and social polarization which can trigger unnecessary confusion, conflict, or worry. This has a controversial impact because the information spread can be invalid or even false.

Online media plays an important role in boycotts, both in disseminating information, gathering participation and influencing public opinion. Previously in 2020, online media in Indonesia played an important role in spreading information about French President Emmanuel Macron's statement which was considered insulting to Islam. Online media is also gathering public participation to boycott French products. Or an example in global circles is how online media in the United States plays an important role in spreading information about the Black Lives movement Matter and mobilize community participation in anti-racial discrimination protests.

One example of the controversial impact of spreading news through news media and social media is the issue of providing 4,000 meals by McDonald's to Israeli soldiers. This has become a controversial topic and has received widespread attention from the global community, including among students. In Lebanon, for example, a group of citizens reportedly gathered outside a McDonald's restaurant to protest the move. Meanwhile, in Egypt, a number of people held a demonstration at a McDonald's branch while shouting support for Palestine (Tribunnews.com 13/10/23). This action has drawn various responses from various parties, especially considering the political context surrounding the ongoing Israeli-Palestinian conflict. News about this action spread widely through various media, including the news media, which influenced the public's perception and reaction towards McDonald's as a large, globally known company, forcing the company to undertake intensive and strategic reputation restoration efforts. Various narratives and interpretations emerged in the dissemination of this information, reflecting the complexity in understanding sensitive political and social issues. McDonald's controversial decision to distribute food to Israeli soldiers has led to a wave of widespread boycotts of the restaurant in various parts of the world, resulting in a decline in the company's revenue. Quoted from Kompas.com Daily (2024), the boycott was accused of costing McDonald's Malaysia millions of US dollars. The McDonald's issue can spark debate about humanitarian values, justice, solidarity and support for a party in a conflict. People who consider these actions to be unethical or unfair can respond with criticism of McDonald's and attempt to boycott the company. In terms of norms, this controversy can influence the social norms that develop in society regarding attitudes towards conflict and corporate social responsibility. Society may feel that companies have a moral responsibility not to get involved in political conflicts. In this context, it is important to understand how information about providing food to Israeli soldiers was spread and received by society, especially by Muslim students. Analysis of the reception of this information can provide valuable insight into how mass media influences individual views and attitudes in the context of complex political conflict.

Information from this news was received directly by the general public in November 2023, followed by the emergence of an MUI fatwa which stated "It is obligatory for every Muslim to support the struggle for Palestinian independence against Israeli aggression. "It is haram for every Muslim to support Israeli aggression against Palestine, support parties that support Israel either directly or indirectly" in the same month. This was one of the triggers for a mass boycott by Muslims in Indonesia. Issues related to the McDonald's boycott are also being spread by news media such as TribunNews.com on its official YouTube channel, with the number of viewers currently reaching 418 thousand, accompanied by 2.7 thousand likes and

2.6 thousand comments. With this news, various kinds of perceptions emerged from the public, especially one of McDonald's target markets, namely young people, in this research namely Muslim students.

Previous research in this field has experienced significant developments. Sofiana Santoso's research shows that mass media reporting can be influenced by social background, culture, and experience. However, there is still room for further improvement and exploration, which is the focus of this research. This research shows that cultural and religious backgrounds can influence the way individuals perceive news related to sensitive issues. This research focuses on a specific group with an Islamic religious background, thus bringing new understanding to how factors such as religious identity can influence the way individuals interpret mass media reporting, especially in the context of controversial issues such as boycotts. Research related to "Analysis of Muslim Students' Reception of Tribun News.com's Report About the McDonald's Boycott" has never been carried out, so this research was appointed to analyze how Muslim students responded to the news.

In this digital era, information presented through online news has an increasingly dominant role in shaping public perceptions and views, including among Muslim students. In this context, it is important to understand the impact of Muslim students' perceptions of the information received in the news media. Apart from that, news such as the one uploaded by Tribun News.com about donating free food to Israeli military soldiers which then resulted in a boycott of McDonald's by some Muslims, is a major highlight in understanding how Muslim students interpret and respond to this information.

Through in-depth analysis of these two research questions, the research aims to reveal further the impact that media coverage, especially the news media, has on the views and actions of Muslim students. This research also aims to understand the context of existing cultural and religious diversity, as well as how the media influences the dynamics of this diversity among Muslim students.

2. Method

This research adopts a qualitative method with a descriptive approach. Data was obtained through interviews with informants regarding Muslim students' reception of news about the McDonald's boycott. Qualitative data will be expressed in words, not numbers, in accordance with the approach outlined by Moleong (2010). The qualitative research method was chosen because it is suitable for exploring the natural conditions of the research object, where the researcher is the key instrument (Sugiyono, 2016). Qualitative descriptive analysis was carried out by describing field data in the form of words and sentences (Ni Luh, 2019). Data collection techniques involve face-to-face interviews and through several other communication media such as telephone and video calls. Interviews were conducted to obtain more in-depth information from informants. The use of interview techniques allows identification of problems that need to be researched and provides the opportunity to gather additional information in more depth.

The subjects of this research are Muslim students who watch the news and have an understanding of contemporary issues, including boycotts. Data collection in this research was carried out through an in-depth interview process with 12 informants selected purposively. These informants were selected based on representation from students from Islamic campuses in Yogyakarta, namely Ahmad Dahlan University (UAD), Muhammadiyah University of Yogyakarta (UMY), and Indonesian Islamic University (UII). They were chosen because they have a strong interest in world political issues, including the current hot issue, namely the Israeli-Palestinian conflict, as well as content analysis of news from Tribun News.com about the McDonald's boycott. In this research, the qualitative data obtained was analyzed using several steps, namely data collection, data reduction by summarizing and selecting the main important things from the interview results, data presentation by combining several similar interview results, then conclusions were carried out to identify

patterns. patterns in how Muslim students responded to Tribun News.com's report on the McDonald's boycott.

3. Results and Discussion

The audience is often referred to as recipients, targets, readers, listeners, audiences , decoders , or communicants. They are one of the important elements in the communication process. Communication really depends on how the audience receives the message (Cangara , 2010: 157). For communicators, successful communication occurs when the message conveyed through the media can be received, understood and responded positively by the audience, in accordance with the communicator's expectations (Sendjaja , 2005: 24).

A number of communication experts (see from Littlejohn , 2003: 333; Biocca , 1988: 51-80) categorize audiences into two groups, namely passive and active audiences. In the view of passive audiences, Biocca argues that the media has full power and provides an influence that is received directly by the audience (Nasrullah, 2012). Meanwhile, classical mass communication theories (such as SOR, Hypodermic Theory , Bullet Theory, Lasswell Theory , Shannon and Weaver Theory, Hovland Theory) assume that passive audiences are directly influenced by the media. On the other hand, active audiences have an active role in choosing how they use media. They make choices in consuming media based on their need for information that provides added value to their knowledge and activities. In this study, researchers identified active audiences as informants who respond critically to news, especially in the context of the news's controversy .

The three dominant informants tend to consider various points of view and sort the information presented in the news carefully, seeking a deeper and more critical understanding of the issues presented. Informants six and nine expressed disbelief at the argument from McDonald's Oman which stated that not all McDonald's cooperated in distributing food to the army. Israel . "I believe that if the funds we spend to buy it will still be channeled to McDonald's Israel, especially since McDonald's is a franchisee , it is impossible to just let go of our hands, for example, if Indonesia buys McDonald's, there will definitely be around 20% of the funds going to Israel ," said Lefi. This argument was continued with an argument from the seventh informant who considered that the statement about McDonald's Oman in the news was seen as an attempt to restore McDonald's image which had fallen due to the actions taken. This was followed by arguments from informants who were active in negotiations, that the news was considered controversial because it created ambiguity and caused confusion regarding the effectiveness of the boycott. Meanwhile, two informants from the active opposition issued an argument that based on the knowledge and information they had, they said that not all McDonald's collaborate with McDonald's Israel to share food, this was clearly stated on one of the websites and there was concrete evidence . "That's why we as students should be broad-minded, we are also given the stigma that religion is number one, and knowledge and insight are number two. "But basically we also have to use both to know what impact the boycott action will have on our fellow Muslims in Indonesia who work at McDonald's ," said informant 11.

The other six informants are passive audiences who tend to receive messages in the news directly without carrying out many complex cognitive processes or interpretations. They said that Tribun News.com's reporting was well explained and informative.

In this study, researchers explored how Muslim students formed relationships with the news delivered by Tribun News about the McDonald's boycott , and how these relationships influenced their views of the company and related issues. Tribun News processes news about McDonald's because this issue has become a hot topic of conversation among the public.

In the processing process, Tribun News dug up information regarding McDonald's Israel providing 4,000 meals to Israeli soldiers, as well as explaining the arguments put forward by McDonald's Oman which stated that not all restaurants were involved in this action. This news is considered as significant information by the public because of its good level of informativeness. However, the majority of the public expressed their disapproval of McDonald's actions in providing food to Israeli soldiers. And two twelve informants assessed that image McDonald's is said to be doing less well as a result of this action.

The resistance that emerged in this research refers to the skeptical and critical attitude shown by informants towards the narrative or findings presented, which can be seen from the conflict between their perception of the information presented and their reality. Six informants with an active perspective said that the news from Tribun News.com was important to know because the initial subject in the report clearly stated that McDonald's Israel contributes food to Israel, so it is mandatory for them to boycott McDonald's because this action is considered to support Israel. But the news is considered controversial because the second subject of the report says that not all McDonald's took part in the action, but the argument is taken from the perception of McDonald's Oman, there is no concrete evidence described in the news, so it is ambiguous and doubtful to believe.

Reception analysis focuses on the specific social situation in which the reading occurs. According to McRobbie (1991), reception analysis is a culturalist approach in which the meaning of media is negotiated by individuals based on their life experiences. In other words, media messages are constructed subjectively by individual audiences. Reception theory emphasizes the importance of the audience's opinion of a media content or work, which can change depending on the context. Reception theory was first developed by Stuart Hall. This theory is used to analyze the way audiences understand media messages. Hall sees the understanding of audiences as an adaptation of the encoding-decoding model he created in 1973. In contrast to other media theories that assign an important role to audiences, Hall emphasizes that audiences can be active in decoding messages as it depends on their own social context, and can change the message through collective action.

One-way messaging can be understood in various ways. Messages can have more than one potential meaning and can be interpreted differently. Although messages have a specific purpose and direction, they are not limited to one interpretation: they still have the potential for variations in interpretation. This theory states that the meaning conveyed by the sender of the message can be interpreted differently by the recipient. The sender conveys the message according to their understanding and goals, while the recipient interprets the message according to their understanding. This process is influenced by various factors. This theory focuses on how the audience interprets the entire content of media messages by interacting with the meaning of the message conveyed.

Stuart Hall explains that audiences understand media messages from three different positions that is position Dominant hegemony, where the media produces messages, the masses consume them, and the audience's understanding is in line with the desired understanding (preferred reading), position hegemony Negotiation, in this position the audience accepts the dominant ideology but refuses to apply it in certain cases or process it with experience and knowledge themselves and their positions hegemony Opposition, where audience reject meanings given by dominant media and replacing them with understanding themselves.

Table 1.

NO	INFORMANT	INFORMANT CLASSIFICATION			DOMINANT		NEGOTIATION		OPPOSITION	
		UMY	UAD	UII	ACTIVE	PASSIVE	ACTIVE	PASSIVE	ACTIVE	PASSIVE
1.	Hanif			√		√				
2.	Arul	√						√		
3.	Panut		√			√				
4.	Ari			√		√				
5.	Kiki			√						√
6.	Lina	√			√					
7.	Rindi		√		√					
8.	Aldi		√			√				
9.	Lefi	√			√					
10.	Arsal		√						√	
11.	Khoirul			√					√	
12.	Tania	√					√			

Source: Interview Summary

In this research, all informants were Muslim students, but there was a deeper classification based on their background. Four informants were classified as students from Muhammadiyah University of Yogyakarta, four informants from Ahmad Dahlan University, and four others from the Indonesian Islamic University. This classification is to obtain a more specific perspective from the academic environment on the research topic. This classification is also carried out to obtain a more comprehensive picture of how the views and attitudes of students from the Islamic education environment develop in the context of the issues studied. Students from Islamic educational backgrounds have different understandings and perspectives regarding issues relevant to their values and beliefs. Therefore, involving informants from the Islamic education environment is expected to provide richer and more varied insights in this research.

line with existing literature discussed at the beginning, there is three position hegemony of informants as audience. The first Dominant, where k deserves to receive the meaning intended by the creator of the message properly. In this research, of the twelve informants interviewed, it was identified that seven people were in a dominant position. These informants, after watching the news that had been presented, tended to support or participate in the boycott movement against McDonald's. Of the seven informants who were in dominant positions, there were three informants who had an active perspective on the issue, while the other four informants tended to have a passive perspective. The second is Negotiation, where they accept a common ideology but reject it if it does not fit their culture. In the context of this research, of the total of 12 informants interviewed, it was identified that two people were in a negotiating position. Of the two informants, one of them has an active perspective on the issue, while one informant has a passive perspective. And that third is Opposition, where they reject the program presented by the media. In this research, from a total of 12 informants interviewed, it was identified that three people were in Opposition positions, which indicated their non-participation in the boycott action. Of the three informants, two of them had an active perspective on the issue, while one informant had a passive perspective.

4. Conclusion

Students from the Islamic education environment, especially from UMY, UAD, and UII in Yogyakarta, showed mixed responses to 'Tribun News' report regarding the McDonald's boycott. This response is reflected in their views, attitudes and actions towards the issue. Some of the students interviewed tended to be in a dominant position, they supported a boycott of McDonald's after watching the news which was considered controversial. They saw this news as something that sparked objections and resistance to McDonald's. Apart from that, there are also some students who are in opposition positions, who do not support and take part in the boycott of McDonald's. They think that the boycott will have an impact on fellow Muslims who work at McDonald's. However, there are also some students who are in a negotiating position, who do not fully support the boycott. They consider the news to create ambiguity and confusion regarding the effectiveness of the boycott.

Among students who support the boycott, two perspectives are reflected. First, there are those who have an active response, where they critically respond to news content and respond with boycotts. Second, there are those who have a passive response, where they accept the news uncritically and participate in boycotts without deep consideration. The involvement of informants from Islamic students in Yogyakarta provides a rich and varied perspective on this issue, especially in the context of their religious values and beliefs. This shows the importance of considering the academic context in analyzing the reception of news that is considered controversial.

Things that need to be considered for further research are the practical and theoretical implications of this research. The practical implications include the responsibility of the media because they have a strong role in forming public opinion so they are required to be objective in conveying information. Apart from that, audiences need to have good media literacy so they can understand media messages critically and not be easily manipulated by biased or misleading information. Media reception shows that audiences have different interpretations of the same message. It is important for the media to understand the diversity of audiences and adapt their content to make it more relevant and acceptable to various groups. An understanding of media reception can help in designing media campaigns that are more effective and appropriate to the target audience. Meanwhile, the theoretical implications of media reception theory challenge traditional communication models which consider audiences as passive recipients of media messages. Audiences are active in processing and interpreting media messages based on their own experiences, knowledge and values. Media reception theory opens up space for new research on how audiences interact with the media and how the media influences society.

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