

INTISARI

Penelitian ini bertujuan untuk menganalisis respons pembaca dan penonton terhadap adaptasi novel *Home Sweet Loan* ke dalam film *Home Sweet Loan* yang disutradarai oleh Sabrina Rochelle melalui kajian resepsi sastra. Penelitian ini berfokus pada bagaimana penonton menanggapi perubahan yang terjadi dalam proses ekranisasi dari novel ke film, terutama pada unsur naratif seperti alur, tokoh, dan latar. Metode penelitian ini menggunakan penelitian deskriptif kualitatif dengan jenis penelitian resepsi sastra untuk menganalisis pembaca dan penonton. Sebagai metode pendukung, penelitian ini menggunakan metode komparatif melalui pendekatan sastra bandingan untuk membandingkan unsur naratif novel dan film. Teori sastra dari Stuart Hall yang membagi penerimaan pembaca menjadi 3 jenis penerimaan yaitu dominan, negosiasi, dan oposisi. Data penelitian diperoleh dari novel, film *Home Sweet Loan*, serta komentar pembaca dan penonton di media sosial Instagram, Tiktok, dan X. Teknik pengumpulan data dilakukan melalui teknik baca, catat, menonton, dan dokumentasi, kemudian dianalisis dengan teknik deskriptif analisis komparatif untuk melihat perubahan unsur naratif serta respons pembaca dan penonton terhadap adaptasi tersebut. Hasil penelitian menunjukkan bahwa terdapat dua simpulan yaitu (1) hasil perbandingan novel dan film menunjukkan adanya pengurangan dan penambahan pada tokoh dan latar, serta perubahan, (2) hasil respons terhadap 66 komentar pembaca dan penonton di media sosial Instagram, Tiktok dan X. Penerimaan dominan sebanyak 32 komentar, penerimaan oposisi 22 komentar, dan penerimaan negosiasi 12 komentar. Hasil ini menunjukkan sebagian besar pembaca dan penonton menerima dan mengapresiasi film sebagai adaptasi dari novel, film ini berhasil menghadirkan cerita dari novel ke bentuk visual sehingga pesan cerita tetap tersampaikan dan dipahami oleh pembaca dan penonton.

Kata Kunci: ekranisasi, resepsi sastra, *Home Sweet Loan*, stuart hall, respons penonton

ABSTRACT

This study aims to analyze the responses of readers and audiences to the adaptation of the novel Home Sweet Loan into the film Home Sweet Loan directed by Sabrina Rochelle through a study of literary reception. This study focuses on how audiences respond to changes that occur in the ecranization process from novel to film, especially in narrative elements such as plot, characters, and setting. This research method uses qualitative descriptive research with the type of literary reception research to analyze readers and audiences. As a supporting method, this study uses a comparative method through a comparative literature approach to compare the narrative elements of the novel and film. Stuart Hall's literary theory divides reader reception into 3 types of reception, namely dominant, negotiated, and oppositional. Research data were obtained from the novel, the film Home Sweet Loan, as well as comments from readers and audiences on social media Instagram, Tiktok, and X. Data collection techniques were carried out through reading, note-taking, watching, and documentation techniques, then analyzed using descriptive comparative analysis techniques to see changes in narrative elements and the responses of readers and audiences to the adaptation. The results of the study show two conclusions: (1) the comparison between the novel and the film shows reductions and additions to characters and settings, as well as changes; and (2) the responses to 66 comments from readers and viewers on social media platforms like Instagram, TikTok, and X. The dominant response was 32 comments, followed by 22 comments from opponents, and 12 comments from negotiations. These results indicate that the majority of readers and viewers accepted and appreciated the film as an adaptation of the novel. The film successfully presented the story from the novel in visual form, thus conveying and understanding the message of the story.

Keywords: *ecranization, literary reception, Home Sweet Loan, Stuart Hall, audience response*