

Meaning Construction and Reception in The Official Instagram Content of The West Java Provincial Sports Committee

Kiki Nurjaman¹, Mirza Ronda¹, Fahrudin Faiz¹

¹Doctoral Program in Communication Science, Graduate School of Universitas Sahid

Email: kiki.nurjaman@unpas.ac.id

Received: February 15, 2026

Received in Revised: March 17, 2026

Accepted: April 10, 2026

Abstract

This study aims to examine the construction and reception of meaning in visual and verbal content published on the official Instagram account of the West Java Provincial Sports Committee (KONI West Java) during the 2022–2026 period. Social media is understood not merely as an information channel, but as a representational space in which meanings, identities, and the symbolic legitimacy of elite sport at the regional level are produced and circulated. The study adopts a critical paradigm with a qualitative approach, employing critical discourse analysis grounded in Cultural Studies. Data were collected from selected Instagram posts and analyzed thematically by examining visual elements, verbal texts, cultural symbols, and patterns of audience interaction. The findings indicate that meaning construction is carried out systematically through the use of local cultural symbols, narratives of institutional sporting achievement, and the prominent presence of elite figures from sports organizations and regional government. These representations generate a dominant discourse positioning West Java as a leading province in national sports performance and framing KONI as a central actor in the success of athletic development. In terms of reception, audiences predominantly demonstrate a dominant acceptance of the constructed meanings, reflected in affirmative responses and the limited presence of overt resistance, although negotiated interpretations emerge on a small scale. This study concludes that KONI West Java's social media functions as an instrument of symbolic power that normalizes values of achievement, leadership, and regional pride. The findings highlight the need for a more critical and participatory sports public relations approach, so that media representations do not merely reinforce institutional legitimacy but also foster more inclusive spaces for public dialogue.

Keywords: Sports Communication, Media Representation, Social Media, Sports Public Relations, Regional Identity

Introduction

West Java Province is the most populous province in Indonesia. According to data from the Central Bureau of Statistics (Badan Pusat Statistik/BPS), approximately 17.88 percent of Indonesia's total population more than 50 million people reside in West Java. This demographic condition places the province in a strategic yet challenging position in terms of human resource development, including through elite sports, which play an important role in shaping healthy, competitive, and high-performing individuals (Farida, L. A., 2025; Nam et al., 2019).

Over the past decade, West Java has demonstrated consistent success in national sports, marked by repeated achievements as overall champion in several editions of the National Sports Week (Pekan Olahraga Nasional/PON). These accomplishments cannot be separated from the role of the West Java Provincial Sports Committee (KONI West Java), the institution responsible for the development and achievement of sports at the provincial level.

Organizationally, KONI West Java operates as a complex institution inhabited by actors from diverse backgrounds political, bureaucratic, academic, and entrepreneurial who interact within layered structures of power and intersecting interests (Reftari et al., 2018). Each leadership period of KONI West Java is accompanied by the construction of performance-oriented visions and slogans, such as “*Jabar Kahiji*,” “*Jabar Juara*,” and “*Jabar Hattrick*” during the 2022–2026 term. These slogans function not merely as administrative performance targets but as ideological symbols that are constructed, circulated, and legitimized within the elite sports community (Yulianto et al., 2025).

From a hegemonic perspective, such practices illustrate how power operates through the formation of awareness and consent, rather than solely through structural coercion (Connell, 2016; Osman, 2025; Tew, 2006). Media particularly network-based new media plays a strategic role in the construction and dissemination of these meanings (Hidayat, M., 2025). According to Kertamukti & Budiasa (2025) Instagram, as the primary social media platform used by KONI West Java, serves as a representational space for organizational policies, sporting achievements, and institutional ideology.

Through visual and verbal content, organizational messages are produced by the Public Relations (PR) team and subsequently received, interpreted, and negotiated by audiences consisting of sports administrators, coaches, athletes, and the wider public (Devano, 2025). Drawing on the Cultural Studies approach developed by Stuart Hall, meaning is not fixed or objective but is constructed through processes of representation and language.

Hall argues that audiences do not always receive messages passively; rather, they may occupy diverse interpretive positions ranging from dominant acceptance and negotiated readings to oppositional interpretations of media messages (Ludin, 2021). Consequently, organizational communication cannot be understood solely from the perspective of message production but must also account for how messages are received and negotiated by audiences (Aligwe et al., 2018).

An intriguing phenomenon emerges when West Java is compared with other major provinces such as Jakarta and East Java, where official KONI social media accounts have experienced waves of negative comments and even restrictions on public interaction. In contrast, the Instagram account of KONI West Java consistently exhibits dominant positive reception and minimal open resistance, even in potentially contentious situations such as budget delays or issues related to athlete welfare.

This condition raises critical questions regarding how messages are constructed and how their meanings are received by audiences. Within a *hermeneutics of suspicion* framework, seemingly harmonious and stable conditions warrant critical examination (Kriegeskorte & Douglas, 2019). Media representations may function as arenas of symbolic power, where particular meanings are produced and normalized until they are accepted as common sense. Social media thus operates not only as a channel for information dissemination but also as an instrument for ideological legitimation and discursive control within elite sports organizations (Fischer & Aarestrup, 2021).

Moreover, the interactive, visual, and rapid distribution characteristics of new media create opportunities for audiences to respond to and interpret messages in diverse ways (Sastrawan, 2021). Differences in social background, sporting experience, organizational position, and access to resources influence how audiences understand messages conveyed through KONI West Java’s Instagram content. Therefore, the relationship between organizational meaning construction and audience meaning reception becomes a crucial aspect requiring in-depth analysis.

Based on these considerations, this study aims to analyze the construction and reception of meaning in visual and verbal content on the official Instagram account of KONI West Java during the 2022–2026 period. This research is expected to provide critical insights into how new media representations operate within elite sports communication, while also contributing to the development of a more reflective, participatory, and power-sensitive approach to sports public relations in the social media ecosystem.

Methods

Research Paradigm

This study is grounded in a critical paradigm, which views social reality as a historically constructed phenomenon embedded in relations of power, ideology, and vested interests. The critical paradigm is not only concerned with understanding social reality, but also with uncovering hidden power structures behind social and symbolic practices, while opening spaces for emancipation and critical consciousness (Wu et al., 2025). In the context of this study, the critical paradigm is employed to analyze social media communication practices as an ideological arena in which meanings are produced, negotiated, and contested (Rybář et al., 2022). Antonio Gramsci's concept of hegemony provides a foundational lens for understanding how symbolic power is maintained through social consent rather than coercion, particularly through cultural institutions such as media and social organizations (Xie et al., 2022). This paradigm is further integrated with Stuart Hall's theory of representation, which conceptualizes media as a space of meaning production where reality is not objectively reflected, but actively constructed through language, symbols, and representational practices. In this study, the official Instagram account of KONI West Java is positioned as a cultural text that functions as an instrument of symbolic hegemony in shaping meanings related to athletic achievement, regional identity, and the institutional legitimacy of elite sports organizations. Accordingly, reality in this research is understood as historical realism, namely a reality formed through social, political, cultural, and media dynamics and one that remains open to critical interrogation (Fajriyanto, M. F., 2025).

Research Approach

This study adopts a qualitative research design with a critical approach, aiming to reveal the construction and reception of meaning embedded in the social media texts of a sports organization. Rather than measuring communication effects quantitatively, the study seeks to understand how meanings are produced and received within specific power relations (Syadzwinia et al., 2024). The research is situated within the Cultural Studies approach, with a focus on media representation and audience reception. From this perspective, social media is understood as a space of popular culture permeated by ideological practices, where identities, values, and symbolic legitimacy are continuously produced and negotiated.

Research Method

The method employed in this study is Critical Discourse Analysis (CDA), oriented toward Stuart Hall's representation theory and Antonio Gramsci's concept of hegemony. This method is used to examine how sports Public Relations (PR) messages are constructed through visual and verbal content, and how these messages are potentially received in dominant, negotiated, or oppositional ways by audiences (Ludin, K., 2021). This approach enables the researcher to: (1) Examine representational practices as ideological processes; (2) Reveal power relations operating behind media message production; and Understand how media meanings are received by audiences within the cultural context of elite sports.

Research Object and Subject

The object of this study is social media content published on the official Instagram account of KONI West Java (@koni_jabar) during the 2022–2026 leadership period. The account is positioned as a cultural text representing organizational policies, athletic achievements, institutional identity, and ideological values constructed and circulated by a provincial elite sports organization (Jatisidi et al., 2022). The analyzed content includes verbal texts such as captions and hashtags, as well as visual texts such as photographs, graphic designs, institutional symbols, uniforms, and other visual elements representing elite sports in West Java. The subjects of the study include institutional actors involved in the production and circulation of social media content, particularly the Public Relations division of KONI West Java as a representation of sports PR practices. In addition, the subjects also encompass internal audiences such as athletes, coaches, and sports administrators as well as external audiences consisting of the wider public who interact with the content through social media features. Thus, this study conceptualizes meaning construction and meaning reception as an inseparable unity within new media communication practices of sports organizations.

Unit of Analysis and Data Analysis Techniques

The unit of analysis in this study is each Instagram post published on the @koni_jabar account, selected purposively based on its relevance to sports achievement and organizational policy contexts. Each post is treated as a unified media text composed of visual elements, verbal texts, institutional symbols, and interactional contexts reflected in audience responses. Data analysis is conducted using Critical Discourse Analysis grounded in Stuart Hall's representation theory and Gramsci's concept of hegemony. Through this approach, Instagram content is examined as an arena of meaning and ideology production, where Public Relations messages function not merely as information, but as symbolic practices that may reinforce consensus and legitimize power (Devano, M. H., 2025). The analytical process involves close reading of visual structures, textual narratives, dominant themes, and the social and cultural contexts underlying message production and circulation. The analysis aims to reveal how meanings are constructed by the organization and how they are received, negotiated, or dominantly accepted by audiences within the social media environment.

Data Collection Techniques

Data were collected through a combination of literature review, social media observation, and digital documentation. The literature review was conducted to establish a theoretical framework relevant to the critical paradigm, representation theory, hegemony, sports communication, and Public Relations in the new media era. Social media observation focused on content published on the @koni_jabar Instagram account, with documentation carried out through systematic archiving of posts via screenshots during the research period. Data were collected from publicly accessible posts published between 1 January 2022 and 31 December 2025 using purposive sampling, selecting posts that represent strategic organizational moments such as preparation and implementation of the National Sports Week (PON), achievement milestones, and relevant institutional policies. Supporting documents, including press releases and online media coverage, were also analyzed to strengthen contextual understanding and examine representational continuity across platforms.

Data Analysis Techniques

Data analysis was conducted qualitatively by positioning Instagram content as representational texts embedded with ideological meanings. The analysis focused on three main aspects: the process of meaning construction in content production, patterns of ideological and identity representation, and audience reception of conveyed messages (Gunarsa, I. K., 2023). Through critical readings of visual and verbal texts, this study traces how symbols, narratives, and visual

aesthetics are employed to construct discourses of achievement, nationalism, and regional pride. Audience responses are also examined as forms of meaning reception, including dominant acceptance, negotiated interpretation, and potential resistance within social media interaction spaces.

Credibility and Trustworthiness

To ensure the credibility and trustworthiness of the research findings, data triangulation was employed by comparing multiple sources and types of data, including verbal texts, visual elements, and audience interaction contexts (Reftari et al., 2018). All data collection and analysis processes were systematically documented as part of an audit trail. In addition, interpretive validation was conducted through discussions with peers or experts in communication studies and media studies to minimize researcher subjectivity and enhance analytical rigor.

Results and Discussion

Overview of the KONI West Java Instagram Account

The official Instagram account of the West Java Provincial Sports Committee (@koni_jabar) is a social media platform managed by the Public Relations Division of KONI West Java and serves as an organizational communication channel for disseminating information related to sports activities, institutional policies, and athletic achievements at the provincial level. The content published on this account is predominantly composed of visual and verbal materials representing athlete development programs, competitive achievements, and official activities of KONI West Java.

The @koni_jabar account primarily utilizes visual formats such as photographs and graphic designs, accompanied by captions and hashtags as key elements of message delivery. Beyond functioning as an information medium, the account also operates as a space for public interaction through features such as likes and comment sections, which allow audiences to respond to and engage with the posted content. In this study, the @koni_jabar account is positioned as the main data source for analyzing the construction and reception of meaning in elite sports communication during the 2022–2026 period.

Table 1. Profile of the @koni_jabar Instagram Account

Aspect	Description
Account Name	@koni_jabar
Administrator	Public Relations Division of KONI West Java
Platform	Instagram
Content Type	Organizational activities, athletic achievements, sports policies
Content Format	Visual (photos/graphic designs) and verbal texts (captions/hashtags)
Period of Analysis	2022–2026

Production and Reception of KONI West Java’s Instagram Content in 2022

The findings indicate that the management of KONI West Java’s official Instagram content in 2022 was predominantly characterized by informative and symbolic functions. The analyzed posts mainly consisted of static poster visuals accompanied by narratives highlighting West Java’s success as the overall champion of the National Sports Week (PON). These narratives were constructed through regional symbols such as the use of the Sundanese language and local cultural ornaments. Such representations reflect the organization’s effort to build institutional identity and collective pride through social media.

However, audience reception of this content remained relatively low and largely passive. Public interaction was mostly limited to likes and minimal comments, with little evidence of meaningful dialogue or sustained engagement. This finding suggests that the meanings constructed by the organization were not fully translated into active audience participation. While the symbolic messages were successfully circulated, they did not generate reciprocal communicative dynamics within the social media space.

At the macro level, KONI West Java’s social media communication practices in 2022 reveal a form of latent symbolic hegemony, in which Instagram functioned primarily as a tool for reproducing dominant narratives rather than as a space for negotiating meaning. In this context, social media operated more as a channel for affirming institutional discourse than as an interactive arena enabling critical engagement or alternative interpretations.

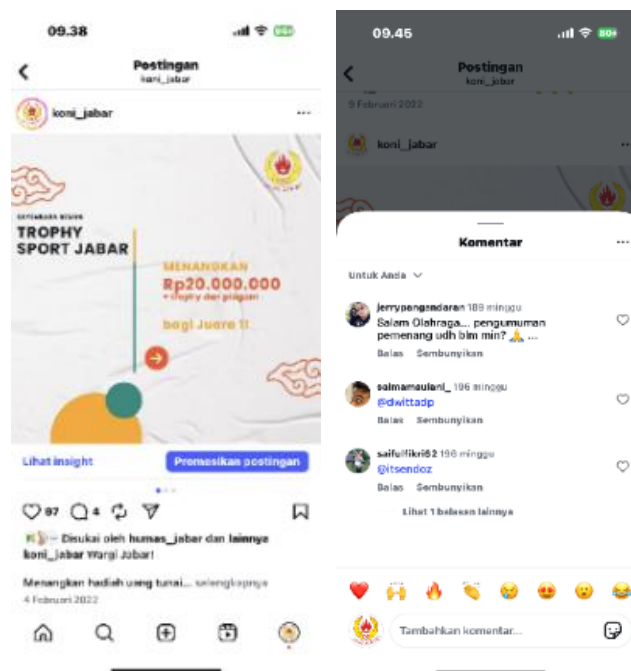


Figure 1. Instagram Content of KONI West Java in 2022

Production and Reception of KONI West Java’s Instagram Content in 2023

The findings reveal a significant shift in the management of KONI West Java’s official Instagram content in 2023. Organizational restructuring that positioned the Public Relations Division directly under the authority of the Chairperson of KONI West Java had a substantial impact on communication strategies, resulting in more planned, professional, and strategically oriented use of social media as the organization’s digital showcase.

In terms of meaning construction, content produced in 2023 was predominantly presented in video format with noticeably improved production quality. The posts prominently featured authoritative figures such as the Governor of West Java and the Chairperson of KONI West Java, while advancing a unified narrative centered on athletic achievement, athlete appreciation, and institutional consolidation toward the “Jabar Hattrick” target. These representations reinforced the ideology of elite sports through the use of regional symbols, local language, and visual expressions of institutional power.

From the perspective of audience reception, engagement levels increased significantly and were largely characterized by affirmative responses with no visible open resistance. Audiences predominantly occupied a dominant reading position, accepting and endorsing the narratives constructed by the organization. At the macro level, these findings indicate a strengthening of

symbolic hegemony in 2023, in which social media functioned effectively as a tool for ideological consolidation and the formation of public consensus around the “Jabar Juara” project through cultural consent rather than coercion.

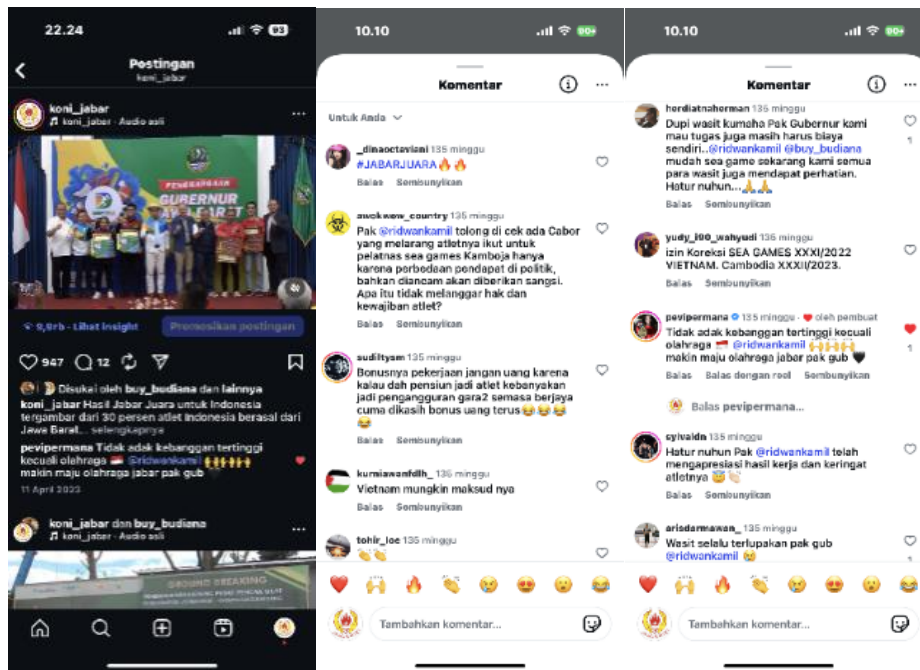


Figure 2. Instagram Content of KONI West Java in 2023

Production of Instagram Media Content by KONI West Java in 2024

The year 2024 marked the peak phase of sports communication for KONI West Java, coinciding with the organization of the XXI National Sports Week (PON XXI) in Aceh–North Sumatra. The findings indicate that Instagram content production during this period was managed intensively, strategically, and fully oriented toward reinforcing the ideology of “*Jabar Hatrick*,” encompassing the stages of preparation, competition, and the announcement of overall championship success. In terms of meaning construction, the content was predominantly presented in high-quality video formats, featuring authoritative figures such as the Governor of West Java and the Chairperson of KONI West Java. The posts consistently employed local cultural symbols, the Sundanese language, and historical narratives of sporting achievement.

These representational strategies systematically constructed optimism, institutional legitimacy, and collective pride as integral components of West Java’s identity as a leading sports province. From the perspective of audience reception, engagement levels increased substantially and were almost entirely affirmative. No prominent resistance or oppositional readings were identified, indicating that audiences predominantly occupied a dominant reading position. At the macro level, these findings suggest that symbolic hegemony reached its strongest point in 2024, as evidenced by the formation of broad public consensus around the “*Jabar Hatrick*” narrative. Nevertheless, critical participation and reflective dialogue remained relatively limited, highlighting the asymmetry between symbolic consensus and deliberative engagement within the social media space.

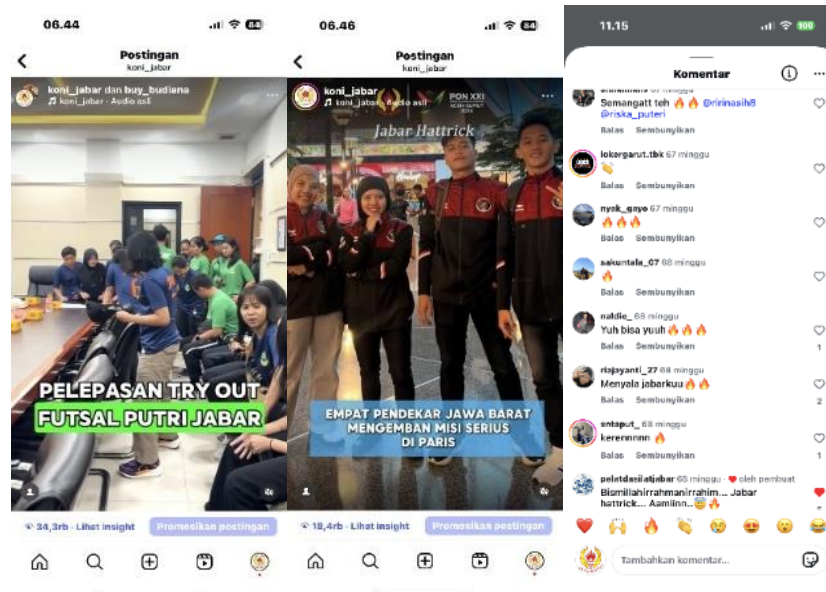


Figure 3. Instagram Content of KONI West Java in 2024

Media Text Production of Instagram Content on the @Koni_Jabar Account in 2025

The findings indicate that 2025 marked a shift in the sports communication narrative on KONI West Java’s official Instagram account, following the change in leadership of the Governor of West Java and the transformation of the organizational vision from “*Jabar Hattrick*” to “*Jabar Istimewa*.” Content production during this period placed greater emphasis on strategic institutional issues, budget efficiency, and long-term planning for athlete development such as preparation for the Provincial Sports Week (PORPROV) and the XXII National Sports Week (PON XXII) rather than the celebratory performance narratives that characterized the previous year. In terms of meaning construction, the content was largely framed through single, technocratic, and informative narratives, with the dominant presence of the Chairperson of KONI West Java serving as a symbolic representation of the organization’s policy direction.

However, audience reception during this period exhibited relatively low and predominantly passive levels of interaction. Unlike the strong symbolic consensus observed in 2023–2024, no comparable level of collective affirmation emerged, indicating that the newly introduced ideology of “*Jabar Istimewa*” had not yet been fully internalized at the public level. At the macro level, these findings suggest that communication hegemony in 2025 was predominantly top-down and elitist. While it remained strong within the structural and organizational sphere, it appeared fragile in fostering broader public engagement and collective consent within the social media space. This condition underscores the limits of technocratic narratives in generating affective resonance and symbolic consensus among diverse audiences.

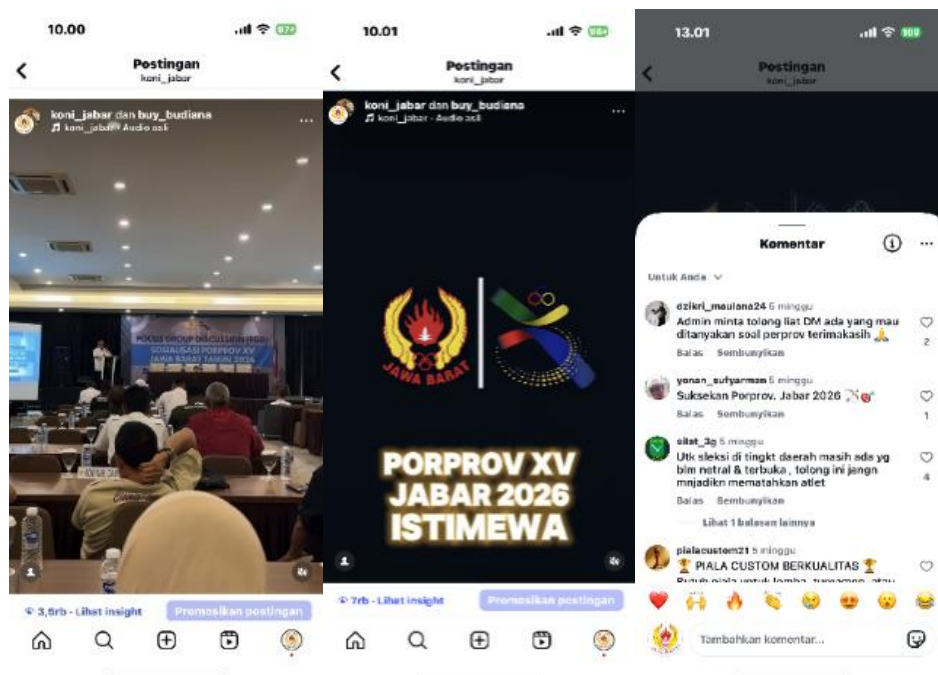


Figure 3. Instagram Content of KONI West Java in 2025

Discussion

The findings of this study demonstrate that the meanings constructed through visual and verbal content on the official Instagram account of KONI West Java are produced in a systematic and consistent manner. This process of meaning construction is evident in the recurrent use of cultural symbols, institutional narratives, and the reinforcement of sporting identity and nationalism across various posts. In this context, social media does not merely function as a channel for information dissemination, but rather as a space for meaning production that represents institutional values, identities, and power relations (Dittakan et al., 2024). In line with the Cultural Studies perspective, media representation is not neutral nor merely reflective of reality; instead, it constitutes an active process of shaping social reality (Rasiwulandari, A., 2025). Meaning does not emerge naturally, but is constructed through language, visuals, symbols, and media practices. Consequently, KONI West Java's Instagram content can be understood as an ideologically charged representational practice that works to build institutional legitimacy and symbolic consensus within the digital public sphere.

Meaning Construction in Visual and Verbal Content

Meaning construction in KONI West Java's Instagram content is achieved through a combination of visual elements, language, and narrative structures that mutually reinforce one another. Visually, the content prominently features symbols closely associated with West Java, such as Gedung Sate, the *megamendung* batik motif, provincial identity colors, and sports-related attributes. These elements function as cultural signifiers that link sporting achievement to regional pride (Gunarsa, I. K., 2023). At the linguistic level, the use of local expressions such as "*Wargi Jabar*," "*Jawara*," and "*Prung Geura Meunang*" strengthens emotional bonds with local audiences. Language in this context does not merely convey information, but actively constructs a sense of togetherness and collective identity.

Verbal texts in the form of captions and hashtags further reinforce visual meanings by emphasizing athletic achievement, athletes' sacrifices, and support from the regional government (Reftari et al., 2018). Moreover, the presence of public figures such as the Governor of West Java, the Chairperson of KONI, and high-performing athletes plays a crucial role in meaning construction. These figures are represented as symbols of the success of the sports development system and as moral actors who legitimize the narratives being promoted (Yulianto et al., 2025). As a result, achievement is not framed solely as an individual accomplishment, but as an outcome of institutional and structural support within West Java's sports ecosystem.

Dominant Discourses in KONI West Java's Representation

From these processes of meaning construction, this study identifies several dominant discourses that are continuously reproduced. First is the discourse positioning West Java as a leading region and a national center of sporting excellence. Narratives such as "*Jabar Juara*" and "*Jabar Hatrick*" affirm West Java's strategic role within Indonesia's national sports landscape. Second is the discourse of inspirational and athlete-oriented leadership, constructed through representations of regional leaders and sports elites as caring, approachable, and performance-driven. Third is the discourse of collective participation, in which sport is represented as a shared asset of West Java society rather than the exclusive domain of institutions or elite athletes. Fourth is the discourse of culture and locality, which places Sundanese cultural values at the foundation of regional sporting identity and motivation (Syadzwinia et al., 2024). Together, these discourses operate simultaneously to build a shared *common sense* that West Java's sporting success is the product of collective effort and therefore deserving of shared pride and support.

Audience Reception of Constructed Meanings

From the perspective of reception, audiences of KONI West Java's Instagram account tend to accept the constructed meanings positively. This is reflected in the dominance of affirmative responses such as likes, supportive comments, and the reinforcement of institutional slogans. Such reception patterns indicate that the majority of audiences occupy a dominant acceptance position toward the represented messages and values (Rybář & Daly, 2022). Nevertheless, negotiated forms of reception also emerge, particularly in comments that endorse the overarching narrative of achievement while introducing critical remarks regarding issues such as athlete welfare or the sustainability of appreciation mechanisms. Explicit oppositional readings, however, are rarely observed. The limited presence of critical reception suggests the strength of dominant meaning construction as well as the restricted space for counter-articulation within institutional social media platforms (Aligwe et al., 2018).

Implications of Meaning Construction and Reception

The dominance of meaning in KONI West Java's representations indicates that social media functions as an effective instrument of symbolic power. Representations of success do not merely depict sporting realities, but also shape how these realities are interpreted by the public (Xie et al., 2022). By emphasizing harmony, achievement, and elite figures, potential structural problems or internal inequalities are often marginalized from public discourse. Within the context of sports Public Relations, these findings demonstrate that KONI West Java's communication practices have moved beyond purely informative functions toward the construction of collective identity and institutional legitimacy.

Social media thus becomes an arena of meaning contestation, where dominant discourses are maintained through consistent and repetitive symbolic construction (Rasiwulandari, 2025). In conclusion, the construction and reception of meaning in KONI West Java's Instagram content

illustrate how media representation operates as both a cultural and political practice within elite sports. Media not only transmits messages, but also shapes modes of thinking, senses of belonging, and collective consciousness regarding sport among the people of West Java in the digital era (Sastrawan, 2021).

Conclusion

This study concludes that the visual and verbal content published on the official Instagram account of KONI West Java during the 2022–2026 period functions as a strategic space for constructing meaning related to sporting achievement, regional identity, and institutional legitimacy. Social media is utilized not merely as an information channel, but as a representational arena that actively shapes collective understandings of elite sports in West Java. Meaning construction is carried out through the use of local cultural symbols, narratives of institutional success, and the prominent presence of elite figures from both sports organizations and regional government. These practices generate a dominant discourse positioning West Java as a leading province in national sports and framing KONI as a central actor in this success. From the perspective of reception, audiences tend to occupy a dominant acceptance position, as indicated by affirmative responses and minimal resistance, although negotiated interpretations emerge on a limited scale. These findings suggest that KONI West Java's social media representations operate as a form of symbolic power that normalizes values of achievement, leadership, and regional pride, while simultaneously holding the potential to constrain spaces for critical dialogue within sports communication.

Suggestions

From a practical perspective, KONI West Java is encouraged to develop more dialogical and participatory social media communication strategies. Beyond showcasing success stories, social media content should also open spaces for reflection and constructive criticism from the sports community. Narratives of achievement may be strengthened by incorporating more inclusive perspectives, including non-elite sports disciplines and issues related to athlete welfare. From an academic standpoint, future research may deepen the analysis of audience reception through direct qualitative approaches, such as in-depth interviews or focus group discussions, and by conducting comparative studies across regions or platforms. Such approaches are expected to enrich the field of sports communication and contribute to the development of a more critical, inclusive, and socially responsive model of sports Public Relations.

References

- Aligwe, H. N., Nwafor, K. A., & Alegu, J. C. (2018). Stuart Hall's encoding-decoding model: A critique. *World Applied Sciences Journal*, 36(9), 1019-1023. <https://doi.org/10.5829/idosi.wasj.2018.1019.1023>
- Connell, R. (2016). Masculinities in global perspective: Hegemony, contestation, and changing structures of power. *Theory and Society*, 45(4), 303-318. <https://doi.org/10.1007/s11186-016-9275-x>
- Devano, M. H. (2025). *Wota dan makna idoling: Analisis resepsi penggemar JKT48 tentang fenomena fanatisme* (Doctoral dissertation, Universitas Islam Indonesia).
- Farida, L. A. (2023). Komunikasi Olahraga Antara Pelatih dan Atlet terhadap Performa Atlet di Klub Dayung Sunan Kalijaga Kabupaten Demak. *Indonesian Journal for Physical Education and Sport*, 4, 477-483. <https://doi.org/10.15294/inapes.v4i0.63538>

- Fischer, K., & Aarestrup, M. (2021). Relationships between construction grammar (s) and genre: Evidence from an analysis of Instagram posts. *Journal of Pragmatics*, 183, 87-104. <https://doi.org/10.1016/j.pragma.2021.06.017>
- Hidayat, M. (2025). Analisis Resepsi Mahasiswa Fakultas Dakwah dan Komunikasi UIN Sunan Ampel pada Citra Perempuan dalam Akun Youtube Opi E-Sports. *Journal of Management, Education and Communication*, 3(1), 53-70.
- Kertamukti, R., & Budiasa, M. (2025). Gender Discrimination in the Visual Representation of Athletes on the Official Instagram Accounts of Sports Federations in Indonesia. *Howard Journal of Communications*, 1-23. <https://doi.org/10.1080/10646175.2025.2610487>
- Kriegeskorte, N., & Douglas, P. K. (2019). Interpreting encoding and decoding models. *Current opinion in neurobiology*, 55, 167-179. <https://doi.org/10.1016/j.conb.2019.04.002>
- Ludin, K. (2021). *Analisis resepsi follower tentang "Tanpa Pacaran" dalam konten Instagram akun Indonesia Tanpa Pacaran (ITP)* (Doctoral dissertation, Universitas Mercu Buana Jakarta).
- Nam, B. H., Shin, Y. H., Jung, K. S., Kim, J. H., & Nam, S. (2019). Promoting knowledge economy, human capital, and dual careers of athletes: a critical approach to the Global Sports Talent Development Project in South Korea. *International Journal of Sport Policy and Politics*, 11(4), 607-624. <https://doi.org/10.1080/19406940.2019.1615974>
- Osman, S. (2025). Taking consent for granted: A case for rethinking hegemony. *Thesis Eleven*, 187(1), 116-127. <https://doi.org/10.1177/07255136241308880>
- Rasiwulandari, A. (2025). *Analisis Resepsi Pendukung Sepak Bola Indonesia Terhadap Konten Meme Pada Akun Instagram@ trollfootball. indonesia* (Doctoral dissertation, Universitas Islam Sultan Agung Semarang).
- Reftari, D. H., Suryana, A., & Setiawan, A. (2018). Komunikasi pemasaran olahraga renang. *Jurnal Kajian Komunikasi*, 6(2), 247-260. <https://doi.org/10.24198/jkk.v6i2.13221>
- Rybář, M., & Daly, I. (2022). Neural decoding of semantic concepts: A systematic literature review. *Journal of Neural Engineering*, 19(2), 021002.
- Sastrawan, D. A. D. D. (2021). *The Instagram News Logic: The Encoding and Decoding of News Credibility on Instagram in the COVID-19 Infodemic in Indonesia*.
- Tew, J. (2006). Understanding power and powerlessness: Towards a framework for emancipatory practice in social work. *Journal of social work*, 6(1), 33-51. <https://doi.org/10.1177/1468017306062222>
- Wu, J., Chen, H., & Chen, L. (2025). The impact of research paradigms on encoding and decoding difficulties of applied linguistics articles. *Humanities and Social Sciences Communications*, 12(1), 1-11. <https://doi.org/10.1057/s41599-025-04742-x>
- Xie, Y., Yasin, M. A. I. B., Alsagoff, S. A. B. S., & Ang, L. H. (2022). An overview of Stuart Hall's encoding and decoding theory with film communication. *Multicultural Education*, 8(1), 190-198. <https://doi.org/10.5281/zenodo.5894796>