

Abstract

*A Public Service Campaign is a campaign created to change people's behaviour towards more positive, one of which is Beli Yang Baik campaign launched by WWF Indonesia. Research by titled **Bandung Student Interpretation About Video Public Service Campaign (Reception Analysis on WWF Indonesia video "Beli Yang Baik" version)** aims to find out how Bandung students interpret public service campaign video "Beli Yang Baik".*

To obtain research data, the authors use the observation and technique - depth interviews with several informants who have been determined based on certain criteria. Through this research, writer wanted to know how audiences interpret an impression by using 'encoding-decoding' Stuart Hall that divides the audience into the possibility of three positions, namely the dominan reading, the negotiated reading, and oposional reading. This study used qualitative methodology with a reception analysis method, which assumes that the audience does not just accept the discourse offered by media and negotiate based on the background experience and knowledge possessed by the audience.

The results of this study can be concluded that each informant has a different interpretation of each which is influenced by the background. Based on the position decoding informants, there is one informant in the dominant hegemony, 3 informants in negotiating positions, and one informant in the position of the opposition

Keyword: Reception analysis, campaign video, audience, interpretation