

ABSTRACT

This study entitled "Reception Analysis Meaning of Religious Tolerance at Amazon Advertisement about Friendship of Imam and Priest" is aimed to find out how the informants interpreted the Amazon ads "Friendship of Imam and Priest ". This research applies qualitative research methods with the Reception Analysis theory which assumes that the audience understands the process of making meaning by watching the ads itself. Besides it is used to view and understand attitudes, acceptance, and meaning formed through the content of the show itself. With a depth interview technique, the interview was conducted to a number of informants who had been determined to find out how the informants perceived an advertisement using Stuart Hall's' encoding-decoding model that classified them into three positions - hegemony, negotiation and opposition. The results of this study show that the informants have their respective views influenced by their background. Based on Stuart Hall's 'encoding-decoding' position, there are 3 informants in dominant-hegemonic positions, 2 informants in the negotiating position, and 1 informant in opposition position.

Keywords: Reception analysis, advertisement, audience, meaning, religious tolerance