

ABSTRACT

One of the phenomenon from South Korea that spread because of internet is Mukbang that can be interpreted as eating show. This phenomenon shows one until several people in a room doing eating activity, recorded it or even streamed it online on internet. One of the people that is known to do Mukbang is Yuka Kinoshita on YouTube. Also, mostly the audience of this phenomenon is teenager.

The aim for this research is to describe the audience's meaning and to understand audience position in receiving meaning on Yuka Kinoshita's Mukbang videos. To reach the aim for this research, researcher used qualitative research method, constructivism paradigm with Stuart Hall's reception analysis approach. Reception analysis sees audience as an active viewer that are able to construct and reconstruct meaning in a show from media. Audience position is categorized based on Stuart Hall's Encoding/Decoding theory in three position readings of the audience such as "Dominant position", "Negotiated position" and "Oppositional position".

The result shows that audience meaning toward Yuka Kinoshita's Mukbang videos on two informant was dominated by "Dominant position".

Key Words: Reception Analysis, Mukbang, Meaning, New Media