

## **ABSTRACT**

In the era of modernin the use of Sundanese language in the age range of adolescents increasingly eroded, only about 43% of West Javanese adolescents are able to use and understand their own regional languages, especially Sundanese. So that if it continues to be allowed to happen, the Sundanese tribe will lose an important aspect that becomes the national identity of the West Java community. This phenomenon makes some YouTube creative content such as Fiksi and Abdulrohman create content using Sundanese language so as to encourage adolescents, especially teenagers in West Java to use and understand Sundanese language.

The purpose of this study is to describe the audience's meaning and to know the position of the audience in accepting the meaning in the video content of Fiction and Abdulrohman. To achieve the objectives of the study, the study used qualitative research methods, constructivism paradigm with the approach of analysis of reception (Reception Analysis) Stuart Hall. The reception analysis looks at the audience actively, ie the audience is able to construct and reconstruct the meaning that is in a show. Audience positions are categorized based on Stuart Hall's Encoding / Decoding theory in three audience readings namely Dominant position, Negotiated position and Oppositional position

The results of this study indicate that the audience's perception of the meaning of content using Sundanese language on YouTube Fiksi and Abdulrohman channels to the five informants resulted in a dominance of Dominant Positions.