ABSTRACT

Along with technological advances and the presence of social media in everyday life, which are now very easy to access anywhere. This makes everyone competing to show their creative side in any field to be shown to the wider world with social media, and creates tough competition for content creators, especially on YouTube social media. As a result, in this phenomenon, many content creators create content with tricky titles or called Clickbait headlines to attract viewers for popularity and ratings in the wrong way. Most of the masses are aware of the clickbait phenomenon, especially for audiences who often watch Vlogs on YouTube. One of the well-known vloggers concerned with this clikbait phenomenon is Atta Halilintar, known as the daily vlogger who has the most subscribers in Southeast Asia. The purpose of this research is to describe the meaning of the audience and to know the position of the audience in receiving the meaning of the use of clickbait headlines on vlogs on YouTube channel Atta Halilintar. Researchers used qualitative research methods, the constructivism paradigm with Stuart Hall's reception analysis approach. The reception analysis looks at the audience actively, that is the audience is able to construct and reconstruct the meaning that exists in a media show. Audience positions are categorized based on Stuart Hall's encoding decoding theory where there are three positions of public meaning, namely dominant hegemony position, negotiation position, and opposition position. The results showed that the audience's meaning of clickbait headlines in Atta Halilintar's vlog content for the five informants resulted in a meaning that was dominated by Dominant Hegemony position, with one Negotiation position.

Keywords: Reception Analysis, Clickbait, Audiences, New Media