

ABSTRACT

The research entitled "Viewers' Reception Analysis of Consumptive Lifestyle Content on the Rans Entertainment YouTube Channel" analyses how viewers interpret the elements of a consumptive lifestyle on the Rans Entertainment YouTube channel.

This study uses a descriptive qualitative research method with Stuart Hall's reception analysis approach. Audience reception analysis is understanding the process of making meaning (making meaning process) carried out by audiences when consuming media. The purpose of this study is to determine the audience position according to Stuart Hall's three reading positions on consumptive lifestyle content on the Rans Entertainment YouTube channel. This research is supported by Stuart Hall's encoding-decoding theory. Encoding-decoding theory is the process of the audience in consuming and producing meaning in the process of receiving the mass media content they have consumed.

The result show that from 4 shots of the analysis unit, in 3 shots, 3 informants were in the negotiating position and 1 informant was in the opposition position. Then, in another 1 shot, the number of negotiating position and the opposition positions is balanced, 2 informants in each position. The position of audience reading is dominated by negotiating position, followed by opposition position. In this study, there is no informant in dominant position.

Keywords: Reception Analysis, Consumptive Lifestyle, YouTube.