ABSTRACT

The prevalence of harsh language in social media content, particularly in podcasts on platforms like YouTube, is a notable phenomenon. This study examines the podcast titled "Caur/Lo Punya Duit Lo Punya Kuasa?! With Bayem Sore," which delves into issues among Generation Z. Through Stuart Hall's Encoding-Decoding model, which emphasizes audience participation in meaning-making, this research aims to identify patterns in the types of meaning produced by Generation Z audiences when exposed to media content containing harsh language. The research adopts a qualitative approach, utilizing a case study design and conducting in-depth interviews with 9 informants. Reception analysis, guided by Hall's model, is employed to categorize audience responses into Oppositional, Dominant, or Negotiated positions, while also considering the factors influencing meaning formation (frameworks of knowledge, relations of production, and technical infrastructure). Findings reveal that the majority of respondents exhibit an Oppositional Position, rejecting the use of harsh language in the podcast. However, some informants express a Dominant Position, accepting such language as part of the podcast's branding strategy. The research findings elucidate the factors on meaning formation among Generation Z audiences in discerning the significance of harsh language in the Bayem Sore "Caur/Lo Punya Duit Lo Punya Kuasa?!With Bayem Sore".

Keyword : Generation Z, Harsh language, Podcast, Reception Analysis