ABSTRACT

Analysis of TikTok Content Self Presentation Reception @rezagladys By Account Followers

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This study aims to find out and explain the audience reception to the Self Presentation displayed on Tiktok @rezagladys content. TikTok content @rezagaldys contains video content that showcases luxury lifestyles and luxury goods, it can reap the pros and cons of the people who see it. The figure of doctor Reza Gladys became a conversation among netizens because he admired Doctor Reza Gladys who has a beautiful face, not only his face is in the spotlight, but the daily life or activities and dress style of Doctor Reza Gladys also attracted the attention of netizens. Preferred Reading contained in this study about self-presentation conducted by Doctor Reza Gladys through TikTok account @rezagladys who show off luxury becomes a natural thing done by Doctor Reza Gladys in TikTok social media accounts. This study used descriptive qualitative methods with reception analysis. Based on the results of interviews with all four Informants resulted in the position of audience understanding that the two Informants are in the position of Hegemonic Dominant Posision Reading, which means that informants like TikTok content @rezagladys and he considers that TikTok content is @rezagladys is commonplace. Then there is one Informant in the position of Negotiated Posision Reading, which means that there are some acceptable content such as education about facial skincare and unacceptable such as luxury showcasing content. Oppoisional Posisional Reading, which means that Informants do not like TikTok content @rezagladys and it is not uncommon on social media because it is too much in uploading TikTok content. Acceptance is flexible.

Keywords : TikTok, Self Presentation, Doctor Reza Gladys, Reception

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