

ABSTRACT

Analysis Of Public Reception On Message Contents On Advertising (Study on Sasa Advertising “Weclome Back Micin Swag Generation”)

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This study focuses on the audiences meaning of the message content on the advertisement product version of Sasa “Welcome Back Micin Swag Generation”. How do audiences interpret the content of the message in the Sasa advertisement “Welcome Back Micin Swag Generation”. The purpose of this research to find out the meaning in the audience for the content on the advertisement product version of Sasa “Welcome Back Micin Swag Generation”. The method used in this research is the analysis of perception Stuart Hall, namely the researcher focuses on the meaning and experience of the audience in viewing Sasa advertisement. The paradigm used in this research is the constructivism paradigm with a qualitative approach. The data were obtained by conducting in-depth interviews with 3 sources. Interviews conducted by researchers must produce consistent and real answers with reference to interview guidelines that have been made by researchers. The three informants are the generation Z. The data obtained were then analyzed using confrimability data testing techniques, from the research result, there are positions of meaning, negotiated position. In the negotiated position, Meanwhile, three informants were in a negotiated position because the informant rejected the message “we are MSG” for the millennial generation for certain reasons. It can be concluded that the Sasa advertisement “Welcome Back Micin Swag Generation”, gave a message and changed perceptions to the public, especially the millennial generation, regarding the term micin generation. Further research hope to research Sasa advertisements not only focusing on the meaning of the message, but also from the side of the image or scene in the advertisement. Partical advice for practitioners can carry out the process of interpreting message in depth and not focusing on one source of information.

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