

ABSTRACT

Analysis of Reception of Invitation to Receive Covid-19 Vaccine by Adult Male Audience (Case Study on dr. Tirta Video Interview on Deddy Corbuzier Youtube Channel)

Tubagus Muhammad Fabiansyah¹⁾. Maya Rachmawaty²⁾

¹⁾ Student of Communication Studies Program, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Studies Program, Universitas Pembangunan Jaya

This research aims to determine the meaning of the adult male audience on the video interview of dr. Tirta on Deddy Corbuzier Youtube channel episode "VACCINES CAN GET HUGE PENIS!! dr. Tirta – Deddy Corbuzier Podcast". The message to be conveyed in the video interview of dr. Tirta on Deddy Corbuzier Youtube channel is for people believe that the Covid-19 vaccine is safe. So that people don't have to worry about hoax news related to the Covid-19 vaccine. This research uses descriptive qualitative method with reception analysis. Based on the results of interviews with the four informants, the four informants were in a position dominant– hegemonic reading, that mean the four informants interpreted the video interview of dr. Tirta on Deddy Corbuzier Youtube channel accordance with the preferred reading of this study, which is to believe that the Covid-19 vaccine is safe.

Keywords: Covid-19 Vaccine, channel Deddy Corbuzier Youtube, Adult Men, Reception

Libraries : 40

Publication Years : 2011 – 2021