

ABSTRACT

The Viewer's Meaning Of The Image Of The Republic Of Indonesia Ministry Of Healthy In Mata Najwa (Analysis of Mata Najwa Impressions Reception episode "Beres-Beres Kursi Menkes" on the YouTube Channel)

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The image of the Indonesian Ministry of Health is experiencing severe challenges during the Covid 19 pandemic. The presence of the Indonesian Minister of Health can provide an overview of efforts to handle the pandemic to the wider community through the media, which is an urgent matter. The presence of Minister of Health Budi Gunadi Sadikin in the talk show Mata Najwa answered the polemic in the community that was triggered by the controversy of the previous Minister of Health of the Republic of Indonesia. This study aims to obtain the audience's meaning of the image of the Indonesian Ministry of Health in the talk show Mata Najwa episode "Beres-Beres Kursi Menkes". This study uses a constructivist paradigm with a descriptive qualitative research approach. The research method uses reception analysis from Stuart Hall. The concepts used are the image of the institution and the factors that determine the image of the institution. The findings in the study show that there are two positions of meaning, namely dominant-hegemonic reading and positions negotiated reading for the preferred reading of program makers regarding the image of the Indonesian Ministry of Health in broadcasts. There was no oppositional reading because the four informants saw a comparison between Menkes Budi Gunadi and Menkes Terawan, and there was hope for Menkes Budi Gunadi. Contextual factors such as gender, education and occupation were also found to influence the reception process. The conclusion in this study is the position of the audience's meaning related to the image of government institutions in times of crisis determines the characteristics of the audience and their understanding of the problem. talk shows are Television also still an alternative for government institutions to manage their image in times of crisis.

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