

## **ABSTRACT**

### **THE MEANING OF ETHNIC COMMUNITY TOWARDS DIGITAL POSTER THEMES OF HEALTH PROTOCOL IN REGIONAL LANGUAGES**

**(Analysis of Japelidi Poster Reception on Community Instagram Accounts @Klatenyoben and @Lagubatak)**

Muhamad Ridwan <sup>1)</sup>, Isti Purwi Tyas Utami <sup>2)</sup>, Yosaphat Danis Murtharso <sup>3)</sup>.

1) Student of Communication Science, Universitas Pembangunan Jaya.

2) Lecturer of Communication Science, Universitas Pembangunan Jaya.

Health campaigns related to preventing exposure to Covid 19 have become a phenomenon that has been rife for a year since Indonesia was declared experiencing a pandemic. One of the themes raised was the 5M health protocol. Various media were used, including posters, as did Japelidi. The appeal of the Japelidi poster is the use of 42 regional languages. The posters targeting grassroots communities in various regions were originally distributed directly in print form. However, in its development, it is also distributed in digital format through Japelidi's social media accounts, one of which is Instagram. The purpose of this study was to examine the meaning of the ethnic community towards the regional language health protocol message from Japelidi. This study uses a constructivist paradigm with a descriptive qualitative approach. The method used is reception analysis from Stuart Hall. Data was collected through in-depth interviews with informants who are members of the ethnic community on Instagram, namely @Klatenyoben and @Lagubatak. The results showed that there was only one position of meaning for Japelidi's preferred reading regarding the message of health protocols in regional languages, namely dominant hegemonic reading. In the absence of an oppositional position this study, the informants were more likely to understand and support the local language health protocol poster from Japelidi.

**Keywords:** *Poster, regional language, reception analysis, persuasive communication*

**References :** 35

**Publication Years :** 2011-2021