

## ABSTRACT

### **ANALYSIS OF MESSAGE MEANING ON THE VIDEO GLOBAL CAMPAIGN #ENDVIOLENCE UNICEF AND BTS COLLABORATION (Analysis of Reception of Teenagers Victims of Bullying)**

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*This study aims to determine the audience's meaning of cases bullying and how important it is to love yourself in the global #ENDViolence campaign video which is the result of a collaboration between UNICEF and BTS. This global video campaign was made to coincide with World Friendship Day, and this video aims to voice the stop of violence, and convey the importance of loving yourself through the background of their new song with the title "Answer: Love Myself. This study uses a constructivist paradigm with a descriptive qualitative approach. The research method used reception analysis. Based on the results of interviews with the four informants, it resulted in a reading position, namely the four informants were in a dominant-hegemonic reading position. The four informants correctly understood the meaning of the messages contained in the global video campaign well and in accordance with the preferred reading to be conveyed from the video. This is allegedly strongly influenced by the background of the four who have experienced bullying.*

**Keywords :** Case Bullying, Victim Bullying, Video Global Campaign #ENDViolence, Reception.