

ABSTRACT

THE RECEPTION OF THE CELEBRITY'S PRIVACY SPACE BY THE AUDIENCE THROUGH THE "FIRST NIGHT" YOUTUBE POST (Analysis of Stuart Hall's Reception in Atta Halilintar's YouTube Channel Screening Scene Among Middle Teenagers Aged 15-17 Years)

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The space of privacy is usually determined by a certain distance between oneself and others where that distance is largely determined by how the quality of the relationship between the individuals is to provide the information they have. The standards of moral and ethical values of society began to loosen where personal problems became one type of interesting spectacle on people's screens, especially regarding the lives of celebrities such as one of Atta Halilintar's YouTube vlog shows "First Night" which became phenomenal and caused controversy because it showed the personal life of a celebrity to a wide audience. This research uses qualitative research methods with a constructivist paradigm. Using Stuart Hall reception analysis and narrative research strategies to obtain data related to the audience's meaning of the scene in Atta Halilintar's Youtube show. Preferred Reading from Atta Halilintar's YouTube show with the title "Atta AUREL First Night" is "only limited to making YouTube titles". Based on the results of interviews conducted related to preferred reading where the show was considered to be only a title, the researchers obtained three Opposition positions that thought that the impression was not suitable for publication and one negotiated position that thought that the show was still worthy of publication if both celebrities agreed to be disseminated to a wide audience.

Keywords: Social Media, YouTube, Vlog, Privacy Space, Celebrity, Audience, Intermediate Teenagers.

References : 38

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