

## ABSTRACT

### ***Understanding Educational Message Mother and Child Reception of Covid-19 Story Videos (Analysis Reception of the #CeritaAnak Video on Kumparan Channel at YouTube)***

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*In this study video stories are used as a medium of socialization for children related to Covid-19. Video is the recording, storage and management of still images so that they look like moving images. In the context of handling Covid-19, video or audio-visual can be chosen as a way to provide educational messages through outreach to the public during the pandemic. The way that can be done by the media and also the government is a health campaign. In the context of handling Covid-19, video or audio-visual can be chosen as a way of educating socialization to the public during the pandemic. YouTube can be used to educate the public, particularly children. This study aims to discover the significance of mother and child in Covid-19 educational narrative videos on YouTube Kumparan #Ceritaanak. The qualitative research method was applied, along with reception analysis. Based on the findings of the interviews with the four pairs of informants, the reader's position, namely the three informants, was in a dominant-hegemonic reading position, implying that the informant interpreted the message conveyed in the story video #Ceritaanak to provide education on Covid-19 and how to prevent children from Covid-19. While an informant is in a negotiated reading position, which means that the informant's recipient is likewise tailored to their social circumstances, acceptance is flexible.*

**Keywords:** Covid-19, Mother & Kids, Video Stories, Reception

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