ABSTRACT

The Meaning of the Advertisement Message of the PeduliLindungi Application Policy by the Rural Regional Lady.

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This study aims to find out how the meaning of the PeduliLindung application policy advertisement on Binong regional TV. The PeduliLindung application functions as one of the delivery sources of inside information that is packaged based on the element of persuasion. This study uses a qualitative approach that focuses on reception analysis on the meaning of the Peduli Protect Application Policy Advertisement Message by the Rural Mother. The results of this study indicate that the position of meaning for preferred reading in the message content of the PeduliLindung Advertisement by the Rural Regional Mother. Regarding advertising messages, the PeduliLindung application differs in the dominant reading and negotiated reading positions. Meanwhile, in this study, the position of the optional reading was not found, so that the 4 informants were in a dominant reading position that understood and understood the contents of the PeduliLindung advertising message so that mothers in rural areas were not found. Interestingly, research by women in rural areas was not found in an oppotional position because they understood the contents of the advertising message. PeduliProtect application on Tv. so that people can give a good message and follow the rules that have been made by the government. Researchers suggest in choosing a topic by watching and understanding the PeduliLindung application advertisement, the majority of which are mothers aged 40-60 years in homogeneous society. and those who live in the binong area, Curug sub-district, Tangerang district, Banten.

Keywords: Covid-19, Cares Protect Application, Stuart Hall Reception Analysis

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