

ABSTRACT

Gen Z's Interpretation of Celebrity Legislative Candidates in the 2024 Elections (Stuart Hall Reception Analysis of the Mata Najwa Talk Show Episode "Adu Rayu Caleg Artis" on YouTube).

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The phenomenon of the controversy over the competence of celebrity legislative candidates in the 2024 Legislative Election has generated both positive and negative comments from the public regarding these candidates. In response to this phenomenon, the talk show "Mata Najwa" aired an episode titled "Adu Rayu Caleg Artis" on YouTube, with a preferred reading suggesting that although many people underestimate celebrity legislative candidates, there is still hope that they can bring positive change. This study aims to understand how Gen Z interprets the competence of celebrity legislative candidates in the 2024 Legislative Election as discussed in the "Adu Rayu Caleg Artis" episode of "Mata Najwa" on YouTube. The concepts used in this study include new media communication (YouTube), political communication, talk shows, celebrity legislative candidates, and Gen Z in politics. The researcher employs a constructivist paradigm and the method used in the study is reception analysis with Stuart Hall's reception theory. The findings of the study indicate that all four Gen Z informants, particularly first-time voters, hold an oppositional reading by expressing that they have no hope for celebrity legislative candidates to bring positive change, thus rejecting the preferred reading. This is due to contextual influences, namely education and experience. Education enables the informants to think critically, while their fresh experience in the political world means that the four informants still have high ideals and independence.

Keywords: Celebrity Legislative Candidates, Mata Najwa Talk Show, 2024 Elections, Gen Z, Reception.

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