

ABSTRACT

ROLE OF THE WEBSITE READYFORFIT (OCD) MEDIA INFORMATION AS WEIGHT REDUCTION PROGRAM (In Indonesia OCD community on Facebook)

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Website Readyforfit a website launched by Deddy Corbuzeir to help people who want to try to lose weight (diet). This website is the ultimate guide diets Deddy Corbuzeir named OCD (Obsessive Corbuzier's Diet). OCD dieters get information on how the implementation of OCD diet comes only from readyforfit website and also a book that was recently launched by Deddy Cocbuzier. There is no other source of information that provides information on diet OCD. Based on the above presentation, the authors wanted to raise the issue of the role of readyforfit website as an information medium for dieters OCD. The reason why the author chose the community as a research object because OCD OCD-style diet is widely used Deddy Corbuzeir existing members in OCD community to lose weight. This study aims to determine how the role Readyforfit website (OCD) as a medium of information on weight loss programs in Indonesia OCD community on Facebook. This research uses descriptive type. The process of qualitative data analysis conducted with data reduction, display (presentation of data), and verification (draw conclusions). Results of the study data showed that the role WEBSITE Readyforfit (OCD) as an information medium weight loss programs in Indonesia OCD community on Facebook is able to attract audiences to follow a diet method that has been introduced. As has been done by the research informants who stated that the role of Website Readyforfit (OCD) as an information medium weight loss programs in Indonesia OCD community on Facebook has been pretty good. This is demonstrated by the attention, interest, desire, decision and action taken informant in following a diet program via the Website Readyforfit OCD. Suggestions, results of this study are expected to be useful for the development of knowledge and Communication Studies in order to become a reference for further research, especially with regard to Mass Media Communication.

Keywords: Readyforfit website (OCD), media information, weight