

## **ABSTRAK**

### **ANALISIS RESEPSI PENONTON YOUTUBE *PODCAST* DEDDY CORBUZIER EPISODE “BJORKA” TERHADAP *CYBER- SECURITY* INDONESIA**

**Oleh**

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Hidup di era serba digital menjadikan kesadaran *cyber security* merupakan hal yang perlu dilakukan. Melalui kesadaran *cyber security* pengguna memahami pentingnya menjaga keamanan informasi dan tanggung jawab mereka dalam melakukan kontrol terhadap keamanan informasi di jaringan internet. Melalui penelitian ini, peneliti bertujuan untuk menjelaskan bagaimana pemaknaan penonton terhadap *cyber security* di Indonesia. Untuk memperoleh hasil sesuai dengan tujuan penelitian, peneliti memperoleh data melalui proses wawancara terhadap 5 orang informan, yang selanjutnya hasil wawancara tersebut peneliti olah dengan menggunakan metode analisis resepsi yang membagi pemaknaan penonton menjadi 3 kategori, yaitu posisi hegemoni dominan, posisi negosiasi, dan posisi oposisi. Selanjutnya analisis hasil penelitian juga didasari pada teori resepsi yang berfokus pada kebebasan khalayak memberi makna terhadap isi pesan media. Dalam proses pemaknaan sebuah pesan media, khalayak dapat dipengaruhi oleh usia, jenis kelamin, tingkat Pendidikan, pengetahuan serta pengalaman khalayak itu sendiri. Hasil penelitian yang dapat disimpulkan adalah bahwa dari 11 segmen video, pemaknaan 5 informan didominasi oleh hegemoni dominan berjumlah 41 pemaknaan serta 7 posisi negosiasi dan juga 7 posisi pemaknaan pesan oposisi. Informan kedua memaknai pesan sama dengan isi tayangan sehingga seluruh posisi informan berada pada hegemoni dominan. Sedangkan informan keempat merupakan informan paling banyak memaknai pesan pada posisi oposisi yang ditujukan pada 4 segmen dari 11 segmen video. Perbedaan pemaknaan yang diberikan oleh informan, peneliti simpulkan dilatar belakangi oleh perbedaan pengetahuan serta pengalaman keamanan siber.

**Kata kunci:** Youtube, Analisis Resepsi, *Cyber Security*

## **ABSTRACT**

### **RECEPTION ANALYSIS OF YOUTUBE PODCAST VIEWERS DEDDY CORBUZIER EPISODE "BJORKA" ON CYBER- SECURITY INDONESIA**

**By**

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*Living in the digital era makes cyber security awareness something that needs to be done. Through cyber security awareness, users understand the importance of maintaining information security and their responsibility in controlling information security on the internet network. Through this research, the researcher aims to explain how the audience interprets cyber security in Indonesia. To obtain results in accordance with the research objectives, the researcher obtained data through an interview process with 5 informants, and then the results of the interviews were processed by the researcher using a reception analysis method which divided the audience's meaning into 3 categories, namely dominant hegemony position, negotiation position, and opposition position. . Furthermore, the analysis of the research results is also based on reception theory which focuses on the audience's freedom to give meaning to the content of media messages. In the process of interpreting a media message, the audience can be influenced by the audience's own age, gender, level of education, knowledge and experience. The research results that can be concluded are that from 11 video segments, the meaning of 5 informants was dominated by dominant hegemony totaling 41 meanings as well as 7 negotiation positions and also 7 positions meaning opposition messages. The second informant is an expert in the IT world who interprets the message the same as the content of the broadcast so that all informants' positions are in dominant hegemony. Meanwhile, the fourth informant was the informant who interpreted the message most in the opposition position which was aimed at 4 segments out of 11 video segments. Researchers concluded that the differences in meaning given by informants were based on differences in cyber security knowledge and experience.*

**Keywords:** *YouTube, Reception Analysis, Cyber Security*