Analysis of Audience Receptions of Jusuf Hamka's Simple Style in Denny Sumargo's Podcast *"Toll Conglomerate !? I Want To Be a Really Rich Person, Not Just To Look Rich !!"*

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Abstract

This research analyzes the public's reception of Jusuf Hamka's simple style in the podcast "Toll Conglomerate !? I Want to Become a Real Rich Person, Not Just Look Rich !!" by Denny Sumargo. The research method uses a qualitative approach with content analysis techniques to understand the audience's responses, perceptions, and interpretations of the content presented. Hopefully, this Research will provide deeper insight into how Jusuf Hamka's simple style in the context of a podcast is understood and absorbed by the audience. These findings can provide an important contribution to understanding public communication, especially in the context of digital media such as podcasts, and provide new insights regarding people's aspirations and perceptions of the financial security theme presented in the podcast. The author uses a reception analysis method with a qualitative approach; researchers here use several research concepts, namely, *new media*, communication style, reception, audience, and simple style. The research results indicate that all informants have a uniform view, creating a dominant hegemony in the reception of Jusuf Hamka's simple style. The implications of these findings can be used as a basis for content creators and media to understand audience preferences and improve the quality of communication in delivering straightforward, everyday content.

Keywords: reception analysis, simple style, new media, video podcast

Introduction

New media is a different way to meet audiences. Not only is the media one-way, but through this new media itself, audiences are no longer passive in the process of receiving messages, which allows them to connect with a wider network, thus

creating interaction. This interaction provides an active role in interpreting messages in the media (Septarina 2021).

Podcasts are media that convey various types of information, entertainment, and other materials in audio format. Podcast content covers a variety of topics such as interviews, discussions, learning, and narrative stories. Because they are delivered in audio form, podcasts can be enjoyed without needing to watch.

According to Imarshan Idham (2021), *podcasts* in Indonesia are growing quite rapidly. In 2018, it was the first time that *podcasts* entered Indonesia via the Spotify platform. Moreover, within 2 years, Indonesia became the listener with the largest number of podcast listeners in Asia (Kumparan.com, 2020). Currently, *podcasts* are being transformed; what was originally in audio form is now wrapped in video form so that it becomes an audiovisual podcast or video *podcast,* which is systematically published on the social media accounts of the content creators (Tasruddin. R, Astrid. F, 2021).

The Video Podcast phenomenon occurs when podcast content is added with video elements. The use of video increases the depth of multimedia content, making it more exciting and informative. This evolution produces audiovisual combinations that improve the quality of communication. Video Podcasts allow viewers to see the speaker's expressions and attitudes, enriching the assessment and interpretation of the message conveyed. This makes Video Podcasts considered an evolution of traditional podcasts.

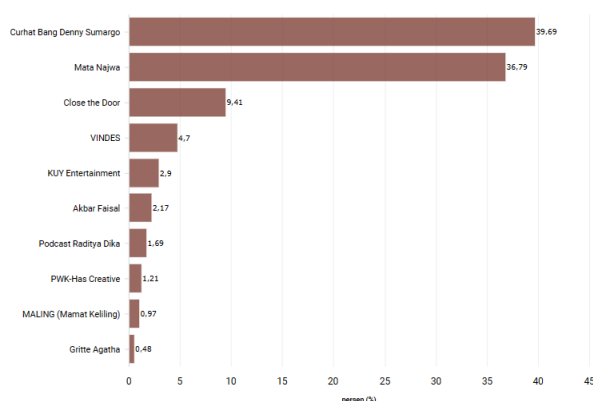**Figure 1. Podcast Content Confide Bang Densu with Jusuf Hamka**
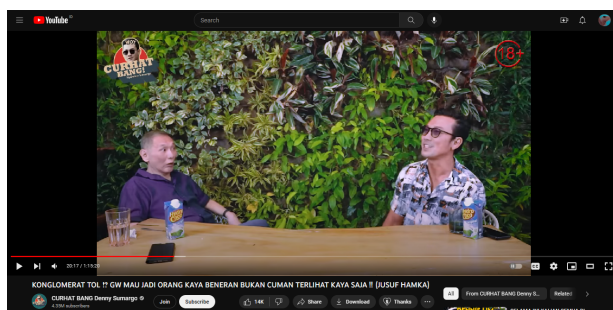
Source: (Youtube Channel Confide in Bang Denny Sumargo, 2023)

Curhat Bang Densu is content created by Denny Sumargo, a famous basketball player from Indonesia who is also often considered clever in providing advice and

solutions to his fans. Confide Bang Densu is a segment on Denny Sumargo's YouTube channel that often invites political figures, artists, public figures, influencers, and even someone who can inspire many people. In this context, Denny Sumargo will interview his guests in Podcast format, thereby making the guests who come more relaxed, and a tense atmosphere will not form between the resource person and Denny Sumargo.

**Figure 2. Survey of 10 Favorite Podcasts of Indonesian People**

Source:(https://databoks.katadata.co.id/datapublish/2023/09/15/10-podcast-favorit-community-indonesia-who-juaranya)

Based on the databox page, 10 Indonesian People's Favorite Podcasts, Who is the Champion? (katadata.co.id) from a survey conducted by Ipang Wahid Stratejik (IPWS) databoks on 26 June 2023 – 2 July 2023 involving 1,429 respondents selected using *incidental sampling techniques* or using non-random techniques, the Curhat Bang Densu podcast was ranked first with 39.69% as the podcast that Indonesians like, beating Mata Najwa with 36.79% and Close the Door 9.41.

In one of the episodes of the Bang Densu podcast, there is an episode where Denny Sumargo invites a resource person, namely Jusuf Hamka. He is a toll road entrepreneur and commissioner of various companies, and he is quite famous for his simple style and attitude in front of the media. He is also known for his various social activities, such as the halal corner stall, which is quite highlighted by many media. In this podcast, he shares his perspective on simplicity and wealth itself. Which created much discussion in the comments column of the video about his attitude and style regarding this topic

Figure 3. Podcast snippet goes to TikTok, receiving much feedback.
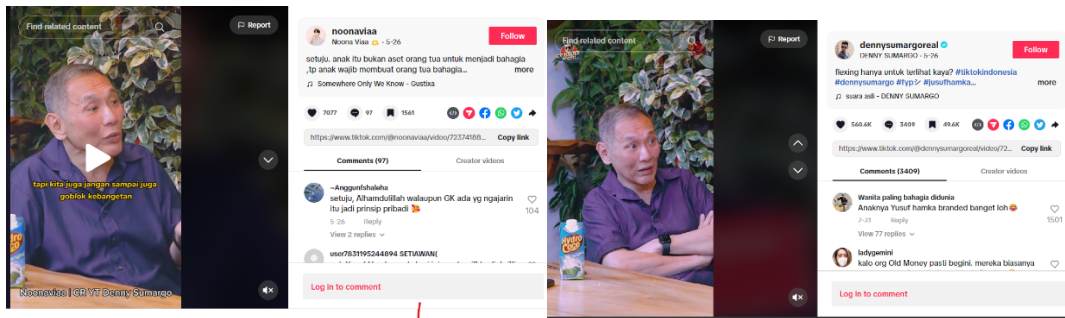
Source: Dennysumargoreal and Noonavia's TikTok accounts

Podcast episodes have received over 2 million views on YouTube, with clips from the podcast uploaded to TikTok reaching 9 million views and 560 thousand likes. Apart from that, the podcast clip was also discussed by other TikTok users who uploaded a podcast clip about the differences between Chinese and Indonesians, with many views and many comments agreeing with the principle. Many people commented on Jusuf Hamka's speaking style in this episode; some liked his honesty, but some thought this style was just a form of negative imagery.

Figure 4. Densu's Podcast with Jusuf Hamka on the online news page
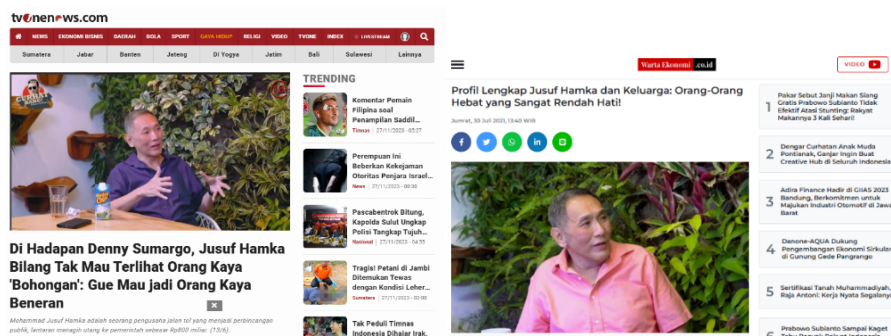
Source: Online news page tvonenews.com and Warta Ekonomi.co.id

This podcast received attention on social media and was covered by several online news pages such as tvonenews.com, Warta Ekonomi.co.id, and Suara.com. The coverage highlights Jusuf Hamka's argument for not wanting to 'flex,' where he emphasizes the importance of simplicity in wealth according to religious values. The

articles from various news pages review Jusuf Hamka's journey, the message he conveys in the podcast, and the public's response to his style and message.

According to Roach and Eicher (2021), clothing is one of the main ways we send social signals because what we wear shows our identity. So, it cannot be denied that the message conveyed in communication is not always verbal but becomes more nonverbal. Currently, many people have great social status and wealth, but they maintain their simple style and attitude through clothes that are not luxurious, such as a suit with a tie.

Previous Research used as a reference in this Research is Melvin Ericson in 2022, with the title "Analysis of Audience Reception of the video "How to Walk Comfortably" on YouTube Fiersa Besari (Analysis study of reception of climbers)" from the results of this Research it was found that the analysis of audience reception Regarding the Fiersa Sari video, a total of five informants found that only one person understood the actual context of the video. The research itself examined how the audience responded to the tutorial given by podcast media.

Further research was conducted by Alifia Sekarningrum Wiharjo in 2022, with the title Analysis of Audience Receptions Regarding the Stigma of People with Autism in the Korean Drama Netflix Extraordinary Attorney Woo. In this research, she used the topic of film as the message provider and also the medium and also the technique for determining the informants used in the research. This is *Snowball Sampling* where the researcher takes 1-2 people then these people will provide references for new respondents which will add to the richness of the data. At the same time, the difference with this research is the selection of topics that focus more on someone in the podcast with a simple attitude. The researcher also uses A different technique for selecting informants, namely *Purposive Sampling* , is used by researchers to ensure differences in the background of each informant, so that they are not only rich in information but also get background differences that are very necessary in this research.

Research by Syania Syafitri in 2020 entitled "Analysis of Audience Receptions of Police Figures in the Police Trans 7 Show on YouTube" shows variations in responses from the audience towards the police in the show. There is a change in view from negative to positive towards the object. This research inspires this research because it focuses on figures, but the main difference lies in the method of selecting informants. This research will use previously determined informant criteria and

background, increasing the depth of analysis and relevance to the informant's background.

The Research will later give informants time to analyze the simple style conveyed by Jusuf Hamka, which is expected to result in obtaining the data required in this Research. It is hoped that this Research can be used as additional knowledge and can be applied in the field of Public Relations, where this field places fashion or clothing style as mandatory so that a public relations person must understand how to dress, trendy clothing, and the message of the clothing style itself.

a. Mass communication

Mass Communication is a process in which communicators use media to spread messages to audiences, hoping to influence them in various ways (Kustiawan, 2022). In this context, it should be noted that communicators and communicants are not individuals but organizations or institutions, referring to a group of people. This concept applies to the dissemination and reception of information, both large and small scale, as well as in conventional and digital form. The definition of mass communication can be divided into broad and narrow. Mass communication broadly involves one or more people conveying messages through mass media in the hope of a response from the audience.

Meanwhile, narrow mass communication is aimed at a wider audience. The mass communication process is often complex because it involves many responsible parties, so the message is challenging to interpret, and the source is difficult to identify. Inappropriate use of mass media often causes misunderstandings between individuals, groups, and others.

b. New Media

The rapid development of the Internet and its various platforms related to New Media allows more active interaction for users in accessing, producing, and interacting with content, including the internet, video games, and social media (Flew, T. 2014). This new media makes it easier for internet users by having various platforms that can be used as messaging media, not just limited to email, as before. New media also acts as an accessible information channel for the public to seek news, knowledge, and entertainment through platforms like YouTube.

1. YouTube

YouTube is an internet site that allows users to share various types of videos. It was founded in February 2005 by Chad Hurley, Steven Chen, and Jawed Karim, former PayPal employees. The platform provides a variety of media formats, including video, audio, photos, and text. According to data from We Are Social, YouTube users worldwide reached 2.51 billion in January 2023, with Indonesia having 139 million users, ranking fourth globally. YouTube is also ranked second as the social media platform with the most active users in Indonesia in January 2023.

2. Video Podcasts

Video Podcasts are audiovisual content distributed online in the form of episodes. They can be downloaded and watched via podcast platforms and YouTube, and the concept combines traditional podcasts with visuals from videos. The Video Podcast phenomenon occurs in many countries, including Indonesia, because it delivers clear and informative information through a combination of audio and visuals. Podcast content is now often presented in video format on YouTube, which is considered an evolution of podcasts that combine audio and visual elements for effective communication.

c. Simple Attitude

A simple attitude in communication science refers to how a person interacts and communicates with others. According to Adai (2003) there are several elements to pay attention to, such as:

1. **Openness**: A modest attitude includes being open to other people's points of view, ideas, and opinions without negative prejudice. This involves respecting differences, being a good listener, and avoiding being rigid towards other individuals.

2. **Honesty**: A simple attitude demands honesty and sincerity in every communication. An honest person will always try to convey a message without hiding his intentions, avoiding manipulating words or deception.

3. **Simplicity of Language and Communication Style**: Individuals with a simple attitude use language that is simple and easy for their audience to understand. This ensures the message conveyed is not confusing and is easier to understand.

4. **Using Examples and Analogies**: People with a simple attitude tend to use examples or analogies in conveying their messages. Analogies relevant to the listener's experience help them understand the message better.

d. Simple Lifestyle

A simple lifestyle, in the context of communication science, is often associated with symbolic consumption, identity, and social construction. Through a simple lifestyle, a person can communicate their values, preferences, and priorities to others. According to Erving Goffman (1959) in "The Presentation of Self in Everyday Life," a simple lifestyle can be conveyed through unobtrusive clothing or showing calm when interacting in social settings. In communication science, appearance is the first impression when meeting between individuals and when seeing communication objects such as famous figures or historical figures.

A simple lifestyle in communication science includes various aspects that reflect an individual's desire to live life in a more straightforward, minimal way and focus on essential values. Some simple lifestyle derivative concepts in communication science involve:

1. **Minimalist Communication**: A minimalistic communication approach reflects a simple lifestyle. It uses essential words and information to convey messages, avoiding excess words or unnecessary information.

2. **Simple Visual Communication**: In the context of media and design, a simple lifestyle can be reflected in the use of clean, minimalistic, and easy-to-understand visual elements. Simple, uncomplicated design supports clear communication.

3. **Conscious Social Media Use**: Individuals who adopt a modest lifestyle in social media use tend to communicate consciously, choose meaningful content, and avoid unnecessary digital noise.

4. **Use of Environmentally Friendly Language**: A simple lifestyle can be reflected in language that supports sustainability and environmental awareness. Communication that respects nature and sustainable lifestyles plays an important role.

5. **Conveying Essential Values**: Communications supporting a simple lifestyle often convey essential values such as happiness, life satisfaction, and meaningful relationships.

6. **Gentle Persuasive Approach**: A simple lifestyle can manifest in a gentle and non-coercive persuasive approach. Communication that is not aggressive and does not force opinions combines with this lifestyle.

7. **Transparency and Openness**: Individuals who adhere to a simple communication lifestyle tend to be more transparent and open. They do not hide or show themselves more than necessary.

8. **Encourages Meaningful Exchange of Information**: A simple lifestyle can stimulate meaningful exchange of information and support personal growth. Communication that motivates learning and development is in line with these simple values.

9. **Avoiding Excessive Consumption**: In the context of advertising and promotions, a simple lifestyle may reflect an approach that avoids excessive consumption and places greater emphasis on long-term values.

10. **Use of Inspiring Stories**: Communication that supports a simple lifestyle can utilize stories or narratives that inspire and support the values of a simple life

e. **Fashion style**

Dressing style is one of the essential instruments in communication science because when people talk to the person they are talking to, visualization will be the first thing they do because eye contact is an integral part of non-verbal communication, and a person's dressing style can convey messages, express identity, social status, affiliation, preferences, certain communicative or personality traits. Moreover, this clothing style, as said earlier, will influence the way other people view, respond and evaluate us. Barnard, A. (2002). The following is the concept of clothing style in question:

1. **Symbolism**: Dress style is symbolic communication that conveys social, cultural identity, personal preferences, and attitudes through clothing styles, colors, patterns, and brands.

2. **Identity**: Dressing style is a way for individuals to build identity by conveying specific preferences, lifestyles, activities, or group affiliations through their chosen clothes, such as support for political parties.

3. **Social Context**: Dressing style is influenced by social norms and expectations in a situation or environment, where clothing will be adapted to the needs of the event or situation, such as wearing formal clothes at formal events.

4. **Perception and Assessment**: Dressing style influences other people's perception and assessment of an individual because first impressions based on visualization can create a good impression, professional or otherwise.

5. **Construction of Social Reality**: The choice of clothing is part of the construction of social reality. The norms and identity of social or cultural groups are reflected in the way they dress, which influences how other people respond to interactions with that group.

f. *Reception Theory*

Reception analysis is one of the standards used to measure media audiences. In its application, reception analysis tries to provide meaning to the understanding of texts in print, electronic, and internet media by understanding how the audience reads a character (Amelia F et al., 2022).

In this theory, the audience is said to be a maker or giver of meaning to a message, which is proposed based on the cultural expertise that has been obtained and then expressed in the message so that the audience is formed differently and will provide a different meaning. This can happen because each audience has differences in interpreting the messages they read (Claretta. D et al., 2022).

In reception analysis, Stuart Hall groups audiences into three positions: *Dominant Hegemonic*, *Negotiated*, and *Oppositional*. Each position reflects differences in understanding of the message, influenced by individual experiences and interactions with interpretive communities. *Dominant-Hegemonic Position* is when the audience fully accepts the message according to the dominant code conveyed. On the other hand, *Negotiated Position* is a combination of acceptance and rejection of the dominant code, with the audience selecting what they deem suitable to accept. Meanwhile, *the Oppositional Position* also understands the message being conveyed but shows

rejection of it, showing a form of objection to the dominant code, which is considered less relevant.

Method

This research uses qualitative methods. Qualitative Research is Research that is oriented towards phenomena or symptoms formed by natural characteristics. The basic nature of this Research is fundamental and naturalistic. It cannot be carried out in the laboratory but is carried out directly in the field, so it is called naturalistic inquiry or *Field Study* (Abdussamad, 2021).

Qualitative research is also defined as "an approach used as a tool to explore, explore and describe a social world through rich and detailed interpretation of data. To be able to understand the context, interactions, and results of the phenomenon being studied" (Marshall & Rossman, 2016). The use of the qualitative method is also intendedto interpret the message from Jusuf Hamka's straightforward style and attitude in the Densu podcast.

In this Research, the researcher chose Jusuf Hamka as the research object to explore the meaning of his simple style and attitude in the context of mass media. This qualitative Research emphasizes the importance of understanding the research object without researcher intervention to maintain the natural conditions of the context studied. Although many successful people tend to display their success through a striking appearance, Jusuf Hamka chooses to appear simple, which can influence society's perspective on success and appearance. Using Stuart Hall's Reception Theory, the researcher aims to understand how the audience responds to Jusuf Hamka's straightforward style and attitude. Through a reception analysis study, the research results will translate the message conveyed by Jusuf Hamka's style of speaking and dressing in the podcast and examine the influence of the personal branding he created, considering the importance of personal branding in the world of Public Relations which is a big focus of communication science on a person's appearance and its impact on judgment others.

In the research, the data collection technique used was in-depth interviews with informants, conducted online for flexibility and convenience for informants. This method is expected to produce rich and in-depth information. Data sources include narratives, stories, interviews, observations, photos, and videos, with the use of purpose

sampling to select informants who consider appropriate knowledge, views, and attitudes. Criteria for informants include having watched certain podcasts, having a variety of professional and economic backgrounds, and being over 21 years old.

Table 1 List of Informants

Name	Work	Age (years)
R.A	KJMU Recipient Students	22
NA	Fresh Graduates S1 Adm. Business	23
PRC	FnB worker	22
BR	HI students	22
NH	Civil servant retirement	66
FR	Housewife	43

Source: Processed by Researchers

Data analysis in this Research involves three main stages: data reduction, data presentation, and concluding. Data reduction was carried out to present a summary of the interview results and arrange them in a form that is easier to understand. Next, the researcher arranges the reduced data to make it easier to understand, usually in a brief explanation and table. Conclusions are drawn by referring to the research objectives and theories used, and the results are categorized into three positions of meaning: Dominant-Hegemonic Position, Negotiated Position, and Oppositional Position. To increase the validity of the data, researchers apply source triangulation, which involves collecting information from various sources to increase the accuracy and reliability of the data.

Discussion

Denny Sumargo Podcast Content-*Encoding with Jusuf Hamka*

Adopting Stuart Hall's reception analysis methodology, this Research will consist of two stages: *encoding* and *decoding* . According to Hall, media creation was initially aimed at conveying the main message for consumption by the public, which is often referred to as *preferred reading*. However, this meaning can be interpreted differently by the message's recipient, as highlighted by the interviewees. The *preferred reading* phase is applied because media interpretations do nonly sometimesith the audience's perceptions. In this context, two potential outcomes emerge in understanding the message: agreement and disagreement.

This insight guides researchers that the initial stage of reception analysis must involve *encoding* to understand how the central interpretation (*preferred reading*) is conveyed by the content creator in broadcast or media texts. In the *encoding phase*, the researcher will analyze several parts of Jusuf Hamka's presentation that show a simple style, in accordance with the concepts discussed previously. The researcher will identify key aspects that have the potential to explain the discussion regarding messages related to Jusuf Hamka's simple style.

Meanings Formed by Informants as Media Audiences

In the new media era, the video podcast concept has become dominant and attracted the audience's attention. Video podcasts offer a new experience by integrating visual elements, which enriches the interaction between content creators and viewers. In this Research, Jusuf Hamka used Denny Sumargo's video podcast to convey his message, both verbally and non-verbally, which influenced the audience's perception. These messages can be divided into verbal, conveyed through words with direct meaning, and non-verbal, conveyed through the style of dress, movements, and tone of voice. The meaning analysis will focus on how the audience understands the simple style conveyed by Jusuf Hamka in Denny Sumargo's podcast.

The analyzed meaning results will be divided into two parts: how the audience understands the simple style and how the audience accepts Jusuf Hamka's simple style in the Denny Sumargo podcast.

A. Audience understanding of simple style

Based on interviews with informants, it was revealed that this phenomenon has various meanings. Informant 1, RA, stated that wealthy people who live simply want to blend in with ordinary society. According to him, this may be due to a desire to tone down the flashy image often attached to the rich. Informant 3, PRC, and informant 4, BR, shared a similar view, namely that a simple lifestyle is a form of humility and awareness that appearing excessively only gets public affirmation without any real benefits. However, Informant 4 also expressed the view that the simple lifestyle of rich people could also result from societal stigmatization that identifies wealth with luxury. Informant 6 has the same view regarding simple style as a form of a person's humility in the eyes of the public. Also, a manifestation of the scale of priorities that an individual has in his life. At the same time, differences appear in Informant 5, namely NH, where he does not understand how the concept of simple style works, but In several answers to questions, he said that some people want themselves to be less conspicuous and according to him, this is a form of limitation for each individual.

B. Audience understanding of Jusuf Hamka's simple style in Denny Sumargo's podcast

This research shows significant differences in perceptions of Jusuf Hamka's simple style between the four informants who were the focus of the research. Aspects such as clothing style and way of speaking were interpreted differently by each informant.

This research tries to understand the meaning of these differences in perception, especially their relevance to stigma formation in society. By highlighting that simple style includes clothing and way of speaking, this research opens up discussion about how perceptions of a character's simple actions can influence society's views.

The majority of informants agreed that Jusuf Hamka's simple style in the podcast reflected honesty and sincerity. However, understanding and assessing a character's behavior was also complex, indicating that the meaning of simple actions can involve certain nuances and contexts.

The importance of personal branding is also the focus of research, emphasizing that direct interaction with the public can influence perceptions and views of a figure. This shows that personal branding is not only formed through mass media but also through direct interaction.

The results of this research not only highlight differences in perceptions of Jusuf Hamka's simple style, but also open a discussion regarding the complexity in assessing a character's simple actions and the importance of direct interaction in forming a personal image. Informant 1 RA said that Jusuf Hamka's simple style is shown by his dress. In the podcast, he considered that he was similar to the gentlemen he knew around him. Apart from that, RA also considered that the way he was shown in the podcast looked very good without boasting about himself, and he also assessed him as a figure whose use of language was relatively easy to understand in terms of the message—verbal and also gesture. Informant 2 NA is quite similar in that he considers Jusuf Hamka as a person has a *humble attitude,* and this is also supported by NA's background, having once met Jusuf Hamka in person. NA assesses his style as a form of humility from him who does not want to look striking, but his firmness balances this as a leader in several of his businesses.

Informant 3 RRC assesses his simple style as a form of simplicity in life that Jusuf Hamka has. Apart from that, he also assesses that this lifestyle is formed because of his devotion to religion which makes him not bound by worldly satisfactions alone. Apart from that, RRC also assesses his speaking style. He is quite simple in his use of language, so it is easy to understand; his use of examples in his talks has a fairly high level of relationship with many people, making the message easy to describe; with the background of an FnB employee, the PRC can judge Jusuf Hamka in this way. Informant 4 BR also has the same view as PRC, considering that his religious observance influences this simple style. Apart from that, BR also considers that the style he shows is often used by several high-ranking people during his internship at the Ministry of Trade. Apart from that, he also judged that Jusuf Hamka's dressing style during the podcast looks simple but also suits his needs. Hence, it is not simple and he forgets the norms, and here his speaking style is considered to show a reasonably high humility from him. On the other hand, He also prioritizes the

functional aspect in choosing goods, and according to him, brands do not add to the function of the goods.

Here, he has a different view, Informant 6 has the same view regarding the way he shows this simple style and agrees with the truth of this simple style as a form of his daily life as a people who is a people without any other intention, while differences appear in Informant 5, namely NH where he assesses that the style shown by him is not completely simple but is a form of his closure towards other aspects because in some parts NH considers that his attitude in responding to things sometimes shows arrogance and even arrogance on his part, perhaps this point of view was formed due to his experience as a civil servant. Who have often seen people with high status but try to look simple to cover the other side of themselves.

Audience Reception Position According to Stuart Hall's Reception Theory

In the new media era, the video podcast concept has become dominant and attracted the audience's attention. Video podcasts offer a new experience by integrating visual elements, which enriches the interaction between content creators and viewers.

Reception analysis also brings a new dimension to understanding the complexity of communication by emphasizing that messages are not only related to what is conveyed by the sender but also about how the audience constructs meaning based on their experiences and perspectives. This provides a deeper dimension to the study of communication, helping to explain why certain messages can be interpreted in different ways by different individuals.

In the context of reception analysis, Stuart Hall classifies audiences into three categories: *Dominant Hegemonic Position, Negotiated Position,* and *Oppositional Position* . These three positions reflect differences in the meaning of a message due to different experiences. In addition, interpretations can also be influenced by interactions with other people and membership in *interpretive communities.*

a) **Dominant Position**

Based on the analysis of data translated by the researcher, five of the six informants, namely RA, NA, PRC, BR, and FR, can be categorized as audiences with a dominant hegemonic position regarding their interpretation of Jusuf

Hamka's simple style in the podcast "TOLL CONGLOMERATE !? GW WANT TO BE RICH PEOPLE DO NOT JUST LOOK RICH." They consider that Jusuf Hamka's style of dress and way of speaking reflect simplicity, that his verbal messages are relevant to simplicity, and that the concept of simplicity demonstrated by Jusuf Hamka is worthy of being an example for the rich. They also stated that simple language makes the verbal message easy to understand and that this concept of simplicity is good for avoiding consumer behavior. Therefore, these informants entirely accepted and explained the messages conveyed through Jusuf Hamka's simple style in the podcast.

b) Negotiation Position

Based on the analysis of data translated by the researcher, one of the informants who can be concluded to be in a negotiating position is NH. NH has its interpretation of Jusuf Hamka's simple style in the podcast "TOLL CONGLOMERATE !? I WANT TO BE A RICH PERSON NOT JUST TO LOOK RICH !!". Some of the meanings given by NH are included in the type of Negotiation audience because here NH believes that Jusuf Hamka's speaking style looks simple, but the aim may be to appear self-deprecating in the eyes of the audience. NH also responds that Jusuf Hamka's dressing style looks simple. Still, the context of his presentation is too hyperbolic or too exaggerated. NH agrees with some of Jusuf Hamka's statements during the podcast but does not fully agree that this is true because the way Jusuf Hamka carries himself makes him look not simple, even arrogant.

Thus, NH shows that although some aspects of Jusuf Hamka's simple style are accepted, there is also negotiation in his understanding of the message conveyed.

c) Oppositional Position

Based on analysis of data from interviews translated by researchers, no interpretation was found from the six informants, which placed them in the Oppositional Position category regarding Jusuf Hamka's simple style in the podcast "TOLL CONGLOMERATE !? I WANT TO BE A RICH PERSON,

NOT JUST TO LOOK RICH !!". This means that none of the informants completely rejected or disagreed with the message conveyed by Jusuf Hamka.

Conclusion

Based on the results of the Research that has been carried out, the researchers concluded that the simple style demonstrated by Jusuf Hamka in the podcast "TOLL CONGLOMERATE !? I WANT TO BE A REALLY RICH PERSON, NOT JUST LOOKS RICH !!" is accepted as a representation of the simplicity that is generally associated with rich people. Informants tend to understand and accept this simple style as something natural or even desirable in certain social contexts.

In the framework of Stuart Hall's Encoding-Decoding Model, most informants (five out of six) are in a dominant hegemonic position. They interpreted Jusuf Hamka's message according to the meaning conveyed by Jusuf Hamka as the message producer, namely as a form of simplicity that should be appreciated. This reflects the dominant perception that Jusuf Hamka has built in his podcast.

However, one informant was in a negotiating position, suggesting variation in how audiences interpret and receive the message. This indicates that not all individuals are wholly influenced or agree with the interpretation given by Jusuf Hamka, and there is room for different interpretations of the message conveyed.

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