

AUDIENCE RECEPTION ANALYSIS TOWARD POLITICAL MESSAGES IN PRESIDENT JOKO WIDODO YOUTUBE CHANNEL

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Abstract

Youtube audience which is considered as active audience are capable to reception and give the direct feedback. The political messages that was delivered through youtube also have very diverse meaning to audienc. There are message that instantly can be understood by the audience , but also there are some audience that the recived the message in different ways. This research aims to understand the audience reception to political messages which is delivered by jokowi in his Youtube channel as well as the factors that affects the audience reception. This research is qualitative research. This research used data collection technique through focuss group discussion (FGD) and interview. The theory used to analyze the audience reception is decoding-encoding Stuart Hall Theory. This research result indicates that this channel is one of the way to get closer to the community and this channel is public information and political message that choosen by Joko Widodo. There are 5 audience in the dominant hegemonic position and 1 audience in the grey oppositional position. Two new positions which are not included in the audience position according to stuart hall was found in this research. First , the grey oppositional position , happen if audience not capable of reception a message and rejected dominant meaning offered by the message maker. Second , the grey dominant position, happen if audience not capable of reception a message , but agrees with dominant meaning offered by the message maker. The factors that affect youtube audience channel president Joko Widodo in doing reception are, ages factors education background factors, frequency of video watching and like and dislike factors.

Keywords : reception analysis, political message, youtube, Joko Widodo

INTRODUCTION

Technological now rapidly development make all access to information indefinitely. The presence of internet with all the powers finally made people turn to online media. Not only to find the information, online media can be an alternative for the user to do socialization. Online media is different from the conventional media, especially their way to define the audience. In conventional

media, audience is considered as a passive or as the only consumer, but now the audience are able to known as active audience or the information prosumer (producer and consumer).

Speaking about audiences, Windahl and Signitzer (1992: 166-167) said that audiences with their awareness choose media and message that they want to accessed. The internet with all the power turns community to choose

internet, this is proven by the survey of Asosiasi Penyelenggara Jaringan Internet Indonesia (APJII) in 2016. The results said that now half of Indonesian already connected to internet. Surveys that conducted along 2016 found that 132,7 million people in Indonesia has been connected to the internet. The total population number of Indonesia was 256,2 million people. This is also indicates 51,8 percent increas compared to the number of internet users in 2014. A survey conducted in 2014 by APJII said that there are only 88 million internet users in Indonesia. (<http://tekno.kompas.com/read/2016/10/24/15064727/2016. pengguna. internet. di. indonesia. capai. 132. juta. Accessed, 24 Maret 2017>).

Increasing of the number according to the survey above is quite significant, over a period of two years 51,8% was rise. Now 132,7 million of 256,2 million people in Indonesia are the internet users. That means more than half Indonesians connected to internet. Not only to search information, according to data from APJII, 132,7 million internet users have varying purpose in access the internet. In practice, internet users use the internet to social media, entertainment and news access by the number of each 129,2 million, 128,4 million , and 127,9 million. 14,5 million of

129,2 million users are social media Youtube user.

Youtube is getting popular in Indonesia. Currently Indonesia are the largest Youtube audience in Asia-pacific. The number of users also shows the increas. Not only expand the entertainment side, Youtube also managed to draw President Jokowi become a Youtubers after her son become a Youtubers at first. Jokowi is the first goverment leader in Indonesia which choose Youtube channel as a political communication channel.

Political communication through social media apparently give positive and negative impact. The difference background of audience is causing various intepretation to the message delivered through social media. One example is the case that befell Basuki Tjahaja Purnama, the former governor of Belitung Timur was verdict 2 year prison after his statement in a meeting with Kepulauan Seribu people. At that time the city government of DKI Jakarta upload that video. Some days after the video were uploaded, someone reupload that video with some cutting in some part with a new caption, mention that Basuki insulting moslem. Not long after that incident, the video become viral and making people argue. The interpretation of the community were various. Some people even take a massive action to send Basuki

to the prison.

In early July 2017 and similar incident happened to the youngest son of President Jokowi, Kaesang Pangarep. He reported to the Police after his statement in his youtube channel. On a letter of the report, Kaesang accused hate speech in his video. In one of the videos titled #bapakmintaprojek Kaesang satirically kids were shouting 'Kill Ahok' in a torch parade. In that video Kaesang also satirical people who like to do something to make Indonesian hate each other. "To build a better Indonesia we have to cooperation. Instead of hate each other, shout that the others were infidel, and so on. There are also people who will not pray for the other who have a different political choosing," said Kaesang in the video. The statement was seen differently by his Youtube audience. One of them is reported this as heterd speech to the Police.

According of these activities, political communicator have to more careful in conveying the message. A message transmitted through social media should well-concepted, then packed in such a way so that does not cause bias. There are several ways to avoid biased information , one of them is to make own media or channel to be personal and exclusive.

Having previously been present through official website and three personal

social media such as twitter, facebook, and instagram, President Jokowi launched his Youtube account on Saturday 28 May 2016 at Istana Bogor. Jokowi Youtube channel <http://youtube.com/c/jokowi> was divided into several categories, #JKWVLOG, Blusukan, Sudut Lain, Arah, internasional and #Upacara360.

So far President Jokowi channel have 219,025 numbers of subscribers. The total of video were uploaded in the channel until April 2017 is 244 video. The official channel of 7th President of Indonesia it was a production result between Presidential Communication teams and Bureau Press, Media and Information. Every video were uploaded get many response from the audience, this can be seen from the likes and comments under the video.

The various reaction appear of course diverse, this is because the audience were diverse. It could be any video that has many likers and viewers also received many unlike, it depends on how audience intepretation of each message or information on each video. Reception of the audience also be influential to their decission to leave comment, giving like and unlike the decision to subscribe to.

Every video were uploaded to channel Youtube of the President Joko Widodo did not always received positive response. On each video there must be

unlike which is also not it can be said a little. Example, on the video tittled Makan Siang Bersama Raja Salman which is get 1,000 unlike, although the number of the viewers reached more than 7,000. A thousand viewers does not like a video of course will bring the impact that cannot be ignored. This shows that there are problems on the encoding process or the decoding process messages.

Youtube allows anybody consume their content. This also happened to youtube channel of the President Joko Widodo which could be accessed by anyone. Thus interesting to see how the audience reception to messages delivered by Joko Widodo in is Youtube channel. In addition researchers also want to know how the audience position in response to political messages delivered by Jokowi and factors what that influence their way in doing reception . To answer the a problem formulation in this study researchers used Analysis Reception. Reception is the audience activity to give meaning or intepretation toward something (can be text, video, audio). In this process, a communicator will do encoding, and the communican will do decoding over a message has been conveyed to communicator through a medium. Started from the concept of Stuart Hall about decoding/encoding emerged various

analysis study audience reception. Analysis reception audience is analysis revenue the text of media to audience. Analysis reception is a method of based people who focus on how various types of a member of people doing intepretation the form of content certain (sometimes called as the analysis of perception) (Baran, 2010: 302) .

Analysis reception referring to study that focuses on meaning, production, and audience experience in at that interaction with the text media. The purpose of analysis reception is to find how people in the context of social and historical they can understand all kinds of text media, is about intepretation, conformity, and allegiance towards they downing, 1990:161). Acceptance or reception someone is also affected by several factors, good internal and external factors. This is also expressed by Melvin Defleur in theory individual differences. Defleur (in effendy, 2003: 275 claim that individuals as a member of target mass media selectively attentive to messages-applied especially if pertaining to their needs- consistent with their behavior. Their response to messages was affected by their psychology order. So, effect of mass media to people is not the same, but various. This is because people have different individually from one to another

in psychological structure. The basic assumption of the theory is that human have varying in personally. The variations started from support the difference biologically, but this is because individually knowledge which is different .

METHOD

This researchers used the kind of qualitative research and reception audience methodology. Qualitative research aims to explaining phenomena by through indepth data collection (Kriyantono, 2006: 58).

Object in this research was the videos which were uploaded in channel youtube of

President Joko Widodo in June 2016 util June 2017. From the population number of 256 video, researchers took 10 video samples from derived from each category in the channel. Technique of the sampling used in this research was purposive sampling. Criteria selected by researchers in this research was a video with the most seen by the user social media youtube and video most have received many comment from viewer. The following are table of a sample of video with the number of most viewers and commentar until June 2017.

**Table 1. Sample Audio in Channel Youtube of President Joko Widodo
Period June 2016-June 2017**

No.	Title	Category	Number of Comennt	Number of Views
1	Jamuan makan siang bersama Raja Salman	#JKWVLOG	7,872	1,992,376
2	Kelahiran Dua Ekor Anak Kambing di Istana Bogor	#JKWVLOG	4,800	1,032,438
3	WIMENJAWAB episode 2- Wah, siapakah Hokage ke-8 dalam anime Naruto?	Arah	4,502	1,224,235
4	#YadianMenjawab untuk #JokowiMenjawab-NARUTO dan HOKAGE	Arah	1,976	311,766
5	Presiden Jokowi : Jalan Tol Mangkrak Kita Ambil Alih	Blusukan	682	264,193
6	Jalan Tol Menghubungkan Negeri	Blusukan	294	92,226
7	Cerita dari dapur Presiden	Sudut Lain	1,289	515,464
8	Presiden Jokowi Blak-blakan di Munaslub Golkar	Sudut Lain	113	20,550
9	Presiden Jokowi di Republik Korea	Internasional	107	31,396
10	Presiden Jokowi : Indonesia Motor Pertumbuhan, Kesejahteraan dan Perdamaian Asia	Internasional	208	28,364

Source : (<https://www.youtube.com/channel/UCPeG-JX2dB90P3RgZbVNheg>)

Technique data collection chosen on research this is by using interviews (on July 5, 6 and 7, 2017) and Focus Group Discussion (FGD) (on july 9, 2017). FGD is the method where researchers chosen those who are represent a number of public or a population. These people who will eventually be informants. They will all collected in a discussion room led by a moderator. At the discussion forum this is moderator will probe the opinion of

informants (Kriyantono, 2006: 64).

FGD is a limited research, so that the number of participants also little, it is just 6-12 people. Researcher have to determine the informant which is representative toward the population. In this research, thereare 6 informant which have very different psychographic and demographic which representative to Jokowi channel audience.

Table 2. Informant Data

No	Name	Age	Occupation	Background
1	Muhammad Rizki	22	Student	Rizki from Palembang, a university student of Universitas Islam Indonesia.
2	Shanti Juita Gultom	22	Student	Shanti from Cirebon, a female university student of Universitas Atmajaya Yogyakarta.
3	Gusti Bagus Kastaman	24	Staf Food and Beverage Sahid Rich Hotel	Gusti from Oku Timur, South Sumatera. Staf food and Beverage Sahid beverage in Sahid Rich Hotel Yogyakarta.. Rich Hotel
4	Hety Supomo	39	Housewife	Hety from Sleman, Yogyakarta. She is housewife.
5	Farah Dinar Fitria N.	14	Student	Farah is a 2nd grade junior high school of Muhammadiyah Yogyakakarta.
6	Kurnia Angeline Datumassang	22	Student	Kurnia from Toraja, South Sulawesi. Kurnia is female university student of UPN Veteran Yogyakarta.

(Source : Research data, 2017)

This research using a qualitative technique data analysis. Qualitative data can be words, or explaination sentences, good obtained from in-depth interviews and observation. The data analysis have a important role in qualitative research, that is as the main factors quality assessments of whereabouts of research. It need the

researchers ability to give meaning to the data, is the key do the data collected to meet element reliability and validity or not (Kriyantono, 2006: 192).

Researchers choose data sources triangulation analysis to test the validity of its data. Triangulation is a examination technique the validity of the data take

advantage of something that other. Triangulation technique is a technique that is the most used is examination through other sources. Triangulation used in this research was data sources triangulation. According to Patton (in Moleong, 2013: 330). Data source triangulation means comparing and check back the trust degrees of information obtained through time and tools different in the qualitative study (Moleong, 2013: 330-331).

DISCUSSION

After doing the interview and focus group discussion in produced several things regarding audience reception to political message delivered by President Joko Widodo and known the factors that influence their way in doing reception.

1. Audience reception to youtube channel of President Joko Widodo

a. Medium to get closer with the community

Jokowi decision to make youtube channel as way to drawing close to the community were considered very unique by the informants. Jokowi is the first government leader in indonesia who have a youtube channel as a medium to get closer to the community. The informants in this research very like that way because now information more interesting with the audiovisual way. New medium to convey

a message through youtube is now popular in indonesia. This channel also actually made to avoid the bias which is usually happens when a message was delivered through mainstream media. The informants assess Jokowi is smart and wise in the used of technology to support his political processes of communication to the community. At the time informants asked about why Jokowi make youtube channel, they agreed to said that jokowi want to get closer to the community. As revealed by shanti (22), “Because Jokowi want to be able to get closer to the community. In addition maybe he also want to alert people about the goverment program, which is being or will run,” (Shanti, in the FGD July 9th, 2017).

b. Medium to communicating information and political messages

On each the video, Jokowi always insert messages to the audience. Messages which is in the channel packed intersting and understandable and not “heavy” so that it can make the population likes this channel. As revealed by Kurnia (22) that message packed in simple and interesting make anyone can understand what is delivered by president jokowi. “Although the majority of the content talk about the ‘heavy’ things, he can understand what is the message. For example in one of the videos Jokowi talk about bilateral

relations, may i am not a political student, i got what intended," (Rizki , 22 FGD July 9, 2017).

This channel was also considered than informative, educative and persuasive. It can be seen from content in the channel. In any the video Jokowi take the audience to keep Indonesian wealth, good nature, until the multiculture. Not only good relations to others, Jokowi also persuade the audience to dote pet. This message can be understood by one informants in this research, Farah (14) "By the video sir Jokowi commanded we have to love goat, because goats are the creation of God," (Farah, in the FGD, July 9th, 2017)

The informative and educational content also possible to accept by audience, one of them, Gusti (in an interview July 5th, 2017). Gusti said from the channel, he received a lot of new knowledge about leaders of the world which many called by Jokowi to make vlog together. Not only that, through this channel he also understand that relationship between

Indonesia and Saudi Arabia are fine, not like said on television that many once indonesian labor get injustice there and the government just keeping quiet here.

2. Audience in the Position of Reception Toward Political Message on Youtube Channel of President Joko Widodo

After conducting data collection and analysis of data it can be seen that there are five audience that is at the hegemonic dominant position and 1 audience are at the grey oppositional position. Researchers also found two new positions that is not previously included in their common type of Stuart Hall, namely the grey oppositional position, if audience were not able to do intepretation and are disagree with the meaning of dominant, as well as the grey dominant, if audience were not able to do intepretation but agreed to the signification dominant meaning.

Table 3. Audience Position Toward Political Message in President Joko Widodo Channel with the Explanation

No	Informant	Audience Position	Explanation
1	Shanti Juita Gultom (22)	The Dominant Hegemonic	Shanti do the interpretation which is same with the preferred reading and implementation the message in her daily life
2	Kurnia Angeline Datumassang (22)	The Dominant Hegemonic	Kurnia do the interpretation which is same with the preferred reading and implementation the message in her daily life
3	Muhammad Rizki (22)	The Dominant Hegemonic	Rizki do the interpretation which is same with the preferred reading and implementation the message in his daily life
4	Gusti Bagus Kastaman (24)	The Dominant Hegemonic	Gusti do the interpretation which is same with the preferred reading and implementation the message in his daily life
5	Supomo (39)	The Dominant Hegemonic	Hety do the interpretation toward 7 video which is same with preferred reading 7. And the 2 others in negotiated reading and 1 in oppositional position. Due to the majority Hety doing interpretation same with the the hegemonic dominant, so that Hety is in The Dominant Hegemonic position
6	Farah Dinar Fitria N (14)	The Grey Oppositional	Farah do the interpretation toward 3 video which is same with preferred reading 7. And the others is 1 video in oppositional reading, 2 video in <i>The Grey Dominant position</i> and 4 video in <i>The Grey Oppositional position</i> . Due to majority Farah doing interpretation in <i>The Grey Oppositional position</i> , so that she is in the <i>The Grey Oppositional position</i>

(Sumber : Research data, 2017)

The discovery of a new position in this research occurred because categorisation that has been created by Stuart Hall are no longer relevant to audience in indonesia now days. The cause of the emergence of position it was likely because someone is not can forced to always agree or turn away from a meaning

dominant who want to be transmitted by the message maker.

While audience watch the video they intepret. This of course could open possibilities differences and the diversity of intepretation. are also not in a state of passive or focus watch, but some of them do the other things while they watch, so the

influence of message has not too strong to be admitted. Another possibility that can happen is because reference of a person to something very limited and different. It happened to 2 informants, namely Hety and Farah. Several problems had happened when they cannot do interpretation is because they do not have enough reference to a thing.

Apathy on the political stuff and impressed heavy as well make audience cannot do interpretation maximally. For example those happened to Farah, as a students of second grade Juunior High School, Farah has not been time to make sense of heavy things like political things. After all day full of math and english subject, impossible that she would be willing to watch videos on Jokowi channel which is too heavy. Farah would prefer to watch music video or animation video as entertainment. Not different than Hety, she admitted that in fact she not so follow the political things that happend. For Hety, her family welfare and health is enough, so she will no longer need to plus with a load aware of the details of the political condition of Indonesia.

Lindolf (McQuail, 1997:19) said that analysis of reception emphasis on audience as intepretive communities or community who intepretive. Audience lives and live in the center the community,

will always interact and will always do intepretation to matters there. Interaction with environment really affect audience in doing intepretation toward something.

In this research, a message can be intepretation by audience with various kinds of ways, based on the environment background, community, social and cultural.

Obviously not the truth and are difficult to prove that, mostly media message essentially or spatially multi. Morley (in McQuail, 1997: 19) also said that audience having power or power to resist and felled dominant message offered by the media. Audience regarded as audience active, it is no longer audience that is passive and no resistance to hegemony a message. Audience active in this context it means audience classified as audience active in giving interpretation to a thing. It can be said active when they are trying to figure out and increase reference when they can not do the interpretation. Through some explanation it can be concluded that, media message has the possibility to interpreted differently by any audience, depends background they. As is the case with this research, all informants having their own prospective in what in the end influential in a reception position toward the dominant meaning offered by the

maker message.

1. Factors that Influence Informants in Doing Reception

a. Age factors

After through the observation while interview and FGD the researchers found that age turns influential to in the perspective of the audience for a thing. Age is very influence the way of informants to give reception to any message transmitted by President Joko Widodo through a the video. At FGD July 9th, 2017 the informants asked how they perceive the message that was delivered by Jokowi on the video titled, Presiden Jokowi: Indonesia motor pertumbuhan, kesejahteraan, dan perdamaian Asia. All informants has their own answers. Kurnia (22) said that her intepretation to the video is Jokowi want to inform the audience that Indonesia is one of the state which is qualified.

Unlike Farah (14), she says that she is difficult to catch the intention of the video. When she asked to describe what is in the video Farah just answer that in the video is President Jokowi join an event in japan and do speech. For more she adds that Jokowi seen interact with the other people, last she said that Jokowi has waving hand photographed with that other people. When she asked what message that she catch after watching the video she said



that she understood nothing .

b. Education factors

From 6 informants, 3 informants (Kurnia, Shanti and Rizki are now studying for bachelor degree their). 1 informants (Gusti) has finished his bachelor of information system, 1 informants (Hety) finished her lastes education in Senior High School, and 1 informants (Farah) are went to a school junior high. Background and the level of education is also influence way audience in doing reception. When FGD informants were asked to point out message they receive from video titled Presiden Jokowi: Jalan Tol Mangkrak Kita Ambil Alih. Informants is quite varied in doing intepretation. 1 informant (Rizki) who has a education background majoring civil engineering understands that to get the infrastructure construction projects is not easy. A lot of that becomes consederation, starting from the time, the cost, until problems land acquisition. Rizki revealed that he totally agree with the Jokowi decisions to take over the project and give it to BUMN (Badan Usaha Milik Negara). He expresses that BUMN having an orientation that same with the government which is to public welfare, different with private which he said are more oriented towards to profit .

Unlike Gusti, as someone who has

educational background in the information systems interpretation the messages on the video in a more general way. As public transportation user, tollroad will be crucial for Gusti. Through the tollroad it will be taken in a shorter time to go somewhere, get a cheap price. Informants (Shanti, Kurnia, Hety and Farah) also means the message more general as Gusti. The same thing occurs when informants asked to interpret message on Jokowi visits to Korea video. In the event Jokowi invited to become keynote speaker in the 7th Asian Leadership Conference. At the end of his speech Jokowi call on countries in Asia to work together, forward with facing any the problems faced by countries in asia. After the event jokowi look attend a meeting between the Korean government and state representatives to do some the points of agreement, one of them is cooperation in creative industry. As a university student which ever learn about political 4 informants (Rizki, Gusti, Kurnia and Shanti) very agree with bilateral cooperation done by president Jokowi. In addition to strengthen Indonesian economy this may make the relationship between the two the state of being better. Different from Hety, as a housewife she thought that bilateral cooperation between Indonesia and Korea to get at a disadvantage to Indonesia. She

felt as if the outcome of this collaboration can threaten native Indonesia products .He claims not to agree with the Jokowi decision to do bilateral cooperation with Korea .

c. Watch frequency factors

All informants in this research is not is subscriber of President Joko Widodo youtube channel, but they had a different frequency in accessing this channel. Farah said she first time access youtube channel of the President Joko Widodo before FGD, but the 5 other informants (Gusti, Hety, Kurnia, Rizki and Shanti), access channel youtube of President Joko Widodo when the video from channel the appear on home and trending features. When asked if they were directly watch the same time when the video appear, their responses diverse.

Kurnia, Gusti, Rizki and Hety said they will immediately watch it if the video pull on home or if the video was trending on youtube. Unlike Shanti, as one of Jokowi fans, she always follows anything in the channel. When she asked when she began to follow the, she admitted that since the first time the account launched she always follow the channel. Shanti also admitted she has seen almost all video is in the channel.

Habits of following the channel make shanty easily doing interpretation. In

almost all video shanti doing interpretation same with the dominant meaning of each video. It in fact caused by the frequency of watch. "I have been following this channel from the beginning and more often rewatch the video so that I can easier to catch what is Jokowi mean. Not only once watch, sometimes i watch of two or three times if i did not know what mean the videp," (Shanti, FGD July 9th 2017).

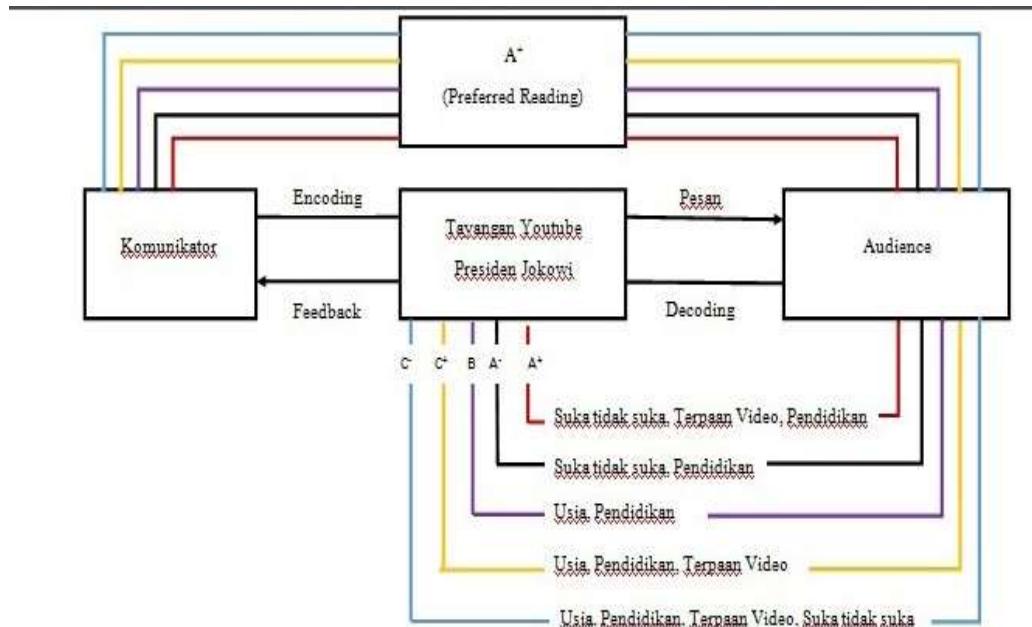
d. Like it or not like factors

Channel youtube of President Joko Widodo is a public so anyone can access videos available in channel this, including people who like and dislike Jokowi. Feeling like and not like of audience certainly can influential with the method of audience the handling message transmitted by President Joko Widodo in any the video. The real example found from the study is on informants named Farah.

Since interview Farah has already said that she are not interest with content in Jokowi Youtube channel. It makes Farah not focus on watch the video. Her unfocussed bring impact on how she interpretation video. When video titled Presiden Jokowi blak-blakan di Munaslab Golkar, Farah looks bored and prefer to operate her mobile phone than see video. When she asked her opinion she revealed that the video is bored and not interesting. After she asked what message that she could get from the video Farah replied that she do not know .

The results of audience reception in youtube channel of President Joko Widodo and factors that influence audience in doing reception can be described in the scheme 1 below.

Scheme 1. Audience Reception and Factor that Influence Toward Political Message in Channel Youtube Presiden Joko Widodo



(Source : research data, 2017)

Explanation :

- A⁺ = Hegemonic Dominant
- A⁻ = Negotiated Reading
- B = Oppositional Reading
- C⁺ = Grey Dominant
- C⁻ = Grey Oppositional

From the scheme 1 it can be seen that as a political communicator, President Joko Widodo have to find an attractive way to encode the message (preferred reading that will be delivered to the community) well to be able to reach by anyone. A message sent by political communicator through youtube videos are then will be accepted by the audience. After receive messages, audience will do decoding in accordance with their

background. When audience doing interpretation to the message turns out there was the factors that influence the results of audience to a message. This is also affect their responses (feedback) given by audience. Factors that influence each position is different from one another, they are age factors, educational factors, frequency of watch factors, like and dislike factors.

CONCLUSION

Based on the result of this research conclude that: (1) audience reception of President Joko Widodo youtube channel is used to medium to get closer to community and to do communicating information and political message channel. For audience position there are five audience who are at a position the hegemonic dominant and 1 audience in a position the grey oppositional. (2) Two a new position not included in position audience according to stuart hall found in this research. Audience in the present is audience active and always interact to give interpretation, for that found two positions latest in the old time has not been found by Stuarts Hall. First, The Grey Oppositional, happen if audience not capable to intepret a message and declined to dominant meaning offered by the message maker. Second, The Grey Dominant, happen if audience not capable to intepret a message, but agreed to the dominant meaning offered by the message maker. (3) the factors that influence audience channel youtube of President Joko Widodo in doing reception there were four namely, factors age, background education factors, frequency of watch and like and dislike factors.

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