

ABSTRACT

CHAIRUNNISA, 17824086

***REVIEW PROCESS OF INDONESIAN FILMS BY GERALDYTAN AND
ALPHIANDI ON GERALDYTAN CHANNEL YOUTUBE ACCOUNT***

Keywords : Film review process, Film reviewer, YouTube, Indonesian Film

(xiii + 57 + Attachment)

This study aims to examine the review process of Indonesian films by Geraldnyt and Alphiandi on the Geraldnyt Channel YouTube account. The method used is descriptive qualitative using social judgment theory. The data collection technique used was structured interviews. The results showed that Geraldnyt and Alphiandi have a unique approach to reviewing films by combining elements of entertainment, information, and personal point of view. They manage to attract the attention of the audience through their relaxed style, humor, and active interaction with the audience. The study also highlights the significant influence that Geraldnyt and Alphiandi have in promoting Indonesian films. The YouTube platform has become an effective channel in influencing viewers' opinions and preferences regarding movie selection. In today's digital and social media era, Geraldnyt Channel has managed to reach 274.000 subscribers. With their unique style, they managed to grab the attention of the audience and increase the appeal of their content.

Bibliography (2015-2024)