

ABSTRACT

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Nonverbal Communication Style of @ibuhajat123 as Entertainment Content on Instagram Social Media

Keyword: Communication Style, Nonverbal Communication, Instagram Account @ibuhajat123, Entertainment Content, Instagram.

(xii + 55 + Appendix)

This research aims to analyze the form of nonverbal communication used by the @ibuhajat123 account in entertainment content via the social media application Instagram. Audience understanding in silent acting videos that use nonverbal forms of communication as entertainment content on the Instagram account @ibuhajat123. The theory used in this research is reception theory by Stuart Hall which places readers or viewers in the context of various factors that influence how they read or watch and create meaning. In this research, the method used is a qualitative method with a descriptive approach. The data collection techniques used were interviews, observation and documentation. The results of this research show that the form of nonverbal communication that the Instagram account @ibuhajat123 often uses to convey messages to viewers of its entertainment content via Instagram social media is by using body movements. Body movements contain facial messages, gestural messages and postural messages which are then received by the audience and can be interpreted in accordance with Stuart Hall's theory of reception.

Bibliography (2013 – 2024)