

ABSTRATC

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Students' Perceptions in Interpreting the Representation of Political Communication in the YouTube Video 'President Prabowo Answers' on Narasi TV Channel"

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(xii+83+23-Attachment)

The development of digital media has transformed the landscape of political communication in Indonesia, as illustrated by the YouTube video "Presiden Prabowo Menjawab" on the Narasi TV channel. This program features a dialogue between President Prabowo Subianto and selected journalists in a format constructed to project an image of open, communicative, and participatory leadership. This study aims to explore students' perceptions of political communication representation in the video and to identify the political communication aspects that influence how messages are interpreted by the audience. The research employs a descriptive qualitative approach within a constructivist paradigm, emphasizing the role of subjective interpretation in shaping social reality. Stuart Hall's reception theory serves as the analytical framework, categorizing audience interpretation into three positions: dominant, negotiated, and oppositional. Data were analyzed using Miles and Huberman's interactive model, including data reduction, display, and conclusion drawing, while source triangulation ensured data validity. The findings show that students interpret the video actively and critically. Two informants adopted the dominant position, fully accepting the narrative of Prabowo's political openness. One informant took a negotiated stance, balancing agreement with critical evaluation of the production context. Another informant opposed the dominant message, rejecting the video as overly image-driven. These interpretations were influenced by visual strategy, media credibility, verbal communication style, and the socio-political context of the featured figure. In conclusion, students are not passive recipients but active interpreters of political messages, navigating meaning through their media literacy, critical awareness, and social context.

Bibliography (2009–2025)