

## **ABSTRACT**

**NADYA GERALDINE MANOEROENG, 10821671**

### ***Analysis of Nadia Omara's Content on YouTube Social Media in Providing Storytelling to Subscribers***

*Keywords: Storytelling, Mass Communication, Ferdinand de Saussure's Semiotic Theory.*

*( xii + 61 + Appendix)*

*This study aims to analyze the YouTube content of Nadia Omara in delivering storytelling to subscribers. The phenomenon of mass communication in the rapidly evolving digital era influences how people seek and disseminate information. One dominant form of communication is mass communication, which enables the delivery of messages to many people through media such as YouTube. This research utilizes a descriptive design with a qualitative approach. Analysis employs the phenomenological tradition to understand the personal experience within Nadia Omara's YouTube content. The results of the analysis affirm that Nadia Omara has successfully applied Ferdinand de Saussure's semiotics theory in the practice of storytelling in her content, particularly in the genre of legendary storytelling. By employing various linguistic and visual elements, Nadia effectively conveys messages to her audience. Within the context of social media, Nadia's ability to convey stories not only entertains but also successfully builds a strong emotional bond between content creator and audience. These findings provide valuable insights into the role of storytelling in building interaction and engagement in the digital era, particularly on the YouTube platform. Consequently, it is found that storytelling plays a significant role in shaping positive relationships between content creators and subscribers on social media.*

*Bibliography (2000-2023)*