

ABSTRACT

Diegian Wirayudha. 10821263

Reception Analysis of Followers on Educational Content About Studying Abroad on TikTok Account @awbimax

Keywords: Reception Analysis, TikTok, Education, Study Abroad, @awbimax

(Xii + 79 + Attachments)

This study analyzes the reception of followers toward educational content about studying abroad produced through the TikTok account @awbimax. The background of the research is based on the increasing use of TikTok as an information and educational platform that influences audience perspectives. The purpose of this study is to examine how audiences interpret the messages within the content and to what extent the content meets followers' informational needs regarding studying abroad. The research method used is qualitative with a reception analysis approach based on Stuart Hall's Encoding/Decoding model. Data were collected through in-depth interviews with several informants and validated using source triangulation. The focus of the study emphasizes how followers interpret the content according to their backgrounds, experiences, and personal interests. The findings indicate three audience reading Positions in line with Hall's theory: dominant-hegemonic, Negotiated, and Oppositional readings. Most informants were in the dominant-hegemonic Position, accepting the content as a source of inspiration and relevant information for preparing to study abroad. In the Negotiated Position, followers still appreciated the content but related it to personal circumstances, including financial constraints. Meanwhile, Oppositional readings appeared in a smaller number of cases when informants perceived the content as overly emphasizing positive aspects without addressing challenges proportionally. In conclusion, TikTok has been proven to function not only as an entertainment medium but also as an effective educational platform that can shape followers' understanding, motivation, and expectations regarding opportunities for international study.

Bibliography (2021–2024)