

Reception Analysis on Videos WWF Indonesia's Version of 'A Good Buy'

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Abstract

Public service campaign is a campaign created to change the behavior of society towards a more positive, one of which is "A Good Buy Campaign" initiated by WWF Indonesia. This research aims to find out how students from Bandung to interpret this video public service campaign. To obtain research data, researchers using the technique of observation and in-depth interviews to several informants have been determined based on a few certain criteria. Through this research, the author would like to know how a merepesi audience impressions using the model 'encoding-decoding' Stuart Hall which divides into three audiences likely position which are the dominant hegemony, negotiation, and the opposition. This research uses qualitative methodology with method of reception analysis that assumed that audiences do not casually accept the propositions offered by the media and negotiate based on background knowledge and experience possessed by the audience. The results of this research it can be concluded that each informant have interpretasinya each of which is affected by the background. Based on the position of the decoding of the informant, the informant there is 1 on the dominant position of hegemony, three informants in a position of negotiating, and one informant on the position of the opposition.

Keywords: reception analysis, public service campaigns, interpretation

1. Introduction

Environmental degradation has become a global issue became the spotlight. Until the 2000s concerns about this neighborhood has not been resolved even from year to year are likely to be growing. In mid-2015 WWF Indonesia launched a campaign a good buy, Buy a good Campaign was introduced to society to coincide with world environment day which falls on June 5, 2015. One of the ways the WWF to urge people to participate in maintaining environmental sustainability and spread the message of the campaign is to use a video, the Video is a good 'buy' which also exist in the website www.beliyangbaik.org tells the consumer that is regarded as the most influential people in the world should be more selective in choosing a product, because the products are chosen by consumers not only have an impact to himself but also other living beings and the environment. Because of between consumer products and the environment have an affinity for each other, the public as consumers of course becomes part of the charge over the sustainability of the natural environment through what he was because of consumption of products that are purchased and used by consumers directly or indirectly affect environmental sustainability, good impact when the product is manufactured or post the usage of the product, therefore consumer sensitivity to the environment should be the basis in determining the products that he or she will use.

The presence of a video form of media the impression amongst the people certainly did not escape from an interpretation which is created by the audience after watching it, and it can be ascertained that the interpretation of khlayak is not the same because of the many factors that affected it one is the experience and knowledge that belong to each individual. In this study the researchers choose to use reception analysis as a method that is used to analyze how the interpretation made by the audience. Reception analysis (audience acceptance) is a method that is conducted to understand the meaning of creation performed by the audience when consuming impressions or readings that are in the media^[1]. The main concern in the research reception analysis is the individual in the process of mass communication (decoding), and focus on the experience and the interpretation of audiences and how meaning is created through the experience^[2]. Hall adding audiences do the decoding the

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media with a message through three possible positions i.e. the dominant position of hegemony, negotiating position, and the position of the opposition. Based on the description that has been described above, researchers want to find out how the students' interpretations of Bandung against public service campaign videos WWF Indonesia's version of 'a good buy'. The focus of this research is not on the text submitted via video, but the decoding in the form of interpretation and understanding made by the audience after watching the videos.

2. Method

This research uses qualitative methodology with method of reception analysis that assumed that audiences do not casually accept the propositions offered by the media and negotiate based on background knowledge and experience possessed by the audience. Paradigm in research this is post-positivistic research paradigm that is the merusaha doing a critique on a positivistic paradigm. Post-positivistic paradigm talking not just looks, feels, and palpable alone but try to understand the meaning behind that is. According to this paradigm social reality is a symptom that is intact and attached to the context, which is complex, dynamic and full of meaning because it knows of its existence not in size but in the form of exploration to be able to describe it completely^[3]. The reason researchers in using this paradigm because in this study researchers just trying to describe how audiences in understanding and providing interpretation of campaign video 'Good Buy'.

In this study researchers prefer to use reception analysis to be able to understand the creation of meaning by audiences after reading or watching content in the media. Reception analysis with models 'encoding-decoding' used to be able to explain how audiences interpret the message conveyed in the video campaign WWF Indonesia's version of 'a good buy'. Model 'encoding-decoding' Stuart Hall encourages the occurrence of interpretation-interpretation of the diverse texts of the media during the process of production and reception (reception), in other words Hall stated that the meaning of the never never^[1]. In the model this Hall focuses on decoding on the audience and divide it became three different interpretations among others first called with the dominant position of hegemony, negotiating position, and the position of the opposition.

3. Results and Discussions

Video in The New Mass Media

Video is a series of motion pictures that accompanied the votes that make up the single entity that is assembled into a Groove, with messages in it for ketercapaian purposes that are in want^[4]. Formerly a video only can we see through the media CD or television pieces, but as the development of technology and the presence of an era of new media at this time a video is not only can we see through the CDs and television but also through the medium of youtube as one of the pages in the online media. Functions of the media as long as it is derived from traditional media, has also been increased to be had on the internet. For example, television media provides a program that aims to make the audience entertained. The presence of YouTube provide an alternative choice for audio-visual impressions that compete with the television program^[5].

Public Service Campaign

Rogers and Storey defines the campaign as a series of actions planned communication with the goal of creating certain effects on a large number of audiences is conducted on an ongoing basis at a certain period of time^[6]. According to campaign has a few different types, one of which is a public service campaign designed to benefit the recipients of the message^[7].

Message Campaign

The campaign is essentially a message-a message from a sender to a wider audience. The goal of the campaign can only be achieved if audiences understand the messages that are aimed at them. Inability to construct messages in accordance with the target audience is the beginning of the failure of a campaign^[6].

The Attitude of The Audience

Eagly and Chaiken, according to attitude is the tendency to react in a way like it or don't like it against an object. Attitude is the emotion that is directed by a person to another person, involves the tendency of response that is preferential^[8]. Audience response to a campaign message is affected by the process of reception and processing of messages or information made by audiences, therefore the message must have certain capabilities to be able to encourage the audience to respond to the positive message of the given^[6].

Reception Analysis (Audience Acceptance)

Basic assumptions of the reception is the concept of active audience analysis^[1]. According to Ida, Reception analysis to understand the process of making meaning (meaning making process) conducted by the audience when consuming an impressions, reception analysis is used to view and understand the response, acceptance, attitude, and meaning that are produced or formed by a wider audience.

Encoding-Decoding Stuart Hall

In the model of the Encoding-Decoding increasingly expresses the existence of television news as a popular culture text that does not escape the 'concept' of the definition by the ranks of producers who are also paying attention to the 'concept' of the meaning by the audiences. That long before the text is sent to a wider audience, in fact the media has also been 'preparing' a discourse that has meaning^[9]. In other words, the media have been preparing the discourse for encoded (text encoding), and when the decoding discourse (audience decoding) by the audience is very likely to occur differences and adjusted to perception and interpretasinya, so that the meaning in the text encoding will not the same as the meaning of audience decoding^[9].

Hall stated that there is no definite meaning. Therefore, in theory, according to the Hall of audiences do the decoding the media with a message through three possible positions, i.e. the dominant position of hegemony, negotiation and opposition^[8]:

1. Dominant position of Hegemony.

Hall describes the dominant hegemony as a situation where 'The media produce the message; the masses consume it. The audience reading coincide with the preferred reading '(media convey messages, audiences accept it. What the media is delivered incidentally also liked by audiences). This is a situation where the media convey the message by using the code of the dominant culture in the community.

2. Negotiating position

Position that audiences generally accept the dominant ideology but rejects its application in particular cases (as articulated by the Hall: The audience assimilates the leading ideology in general but opposes its application in specific case). In this case, audiences are willing to accept the dominant ideology of the impersonal, but they require a customized application exceptions to the rules are adhered to.

3. The position of the opposition

The last way is done by audiences in doing the decoding of the message through the media is against the 'opposition' that occurs when audiences (audience) that is critical of replacing or changing a message or code presented the media with messages or alternative codes. Audiences reject messages intended or preferred media and replace it with a way of thinking that is owned by a wider audience to the topic presented by the media.

The 1st Informant: Bening

Based on the results of interviews conducted to the first informant named Bening, is associated with the message conveyed by the WWF through video is to move people to change their lifestyle to become more environmentally friendly, Bening turned out to get a different message than what initiated by WWF Indonesia, she argues that the message she received that is side effect of the industry and the use of the product. The difference of views Bening and messages sent by WWF Indonesia similar to what unfolds Barker^[10] that 'Production of meaning does not ensure there is consumption meaning it as

desired by coder because the messages are constructed in a system of alerts with greater emphasis on a wide range of components, which in nature.' With regard to the nature of persuasive games, according to Bening, this video can only make viewers curious but if to move the society she would be less successful, Bening added that how a society can be moved if in this video just explains the problem and did not convey the solution clearly.

The 2nd Informant: Imam

The statement that Imam pass according to researcher related to the Informant's background instead of the students who joined in a community environment or environmental study in depth and follow only the Organization of nature lovers, nature lovers in the Organization even though he did also do conservation-conservation for greening, but the meaning of care for the environment which he had still in terms of post-oriented use of a product or about the waste problem. Not only about the attitude that rejected the message presented by WWF, Imam also feel that this video will only be able to persuade society in indonesia by 10 percent, a percentage he got from his experience that a couple of times to make conservation but the response he got was not much that he resigned this video will be able to move the society. On the video the campaign is: Imam pleads not affected at all, if the experience of use of the product and the purchase he had done, he admitted will not make changes in the selection of products and he insisted that an impact not appearing when he buys a product but the impact appears in post product use.

The 3rd Informant: Nabila

Based on the themes and messages received and interpreted by Nabila, she explained that the theme in this video is referring the public to care more about the environment, and the message she received is to better sort out the product to be purchased as well as consider the trash caused. This is in accordance with what is initiated by WWF Indonesia that the message conveyed to the public is invited the community to change his lifestyle be eco-friendly by the way buy products labeled environmentally friendly. Nabila reveal this video will be able to mampersuasi the public if properly ditayangkan video one of them through the medium of television, because he thinks the spread of video can affect the success of the campaign to run. In line with the opinions he also added that this video is also capable of providing more persuasion for choosing wisely and think of the environment as one of the deciding factors in the purchase of a product.

The 4th Informant: Rakha

Based on the theme and message, Rakha is the informant who approved what was delivered by the producers of 'text' i.e. to prefer products that are known to the origin or background of the products, and advanced by Rakha in line what is presented in the video mention that consumers before buying a product should look and content of what the product is made. About the nature of persuasive games, Rakha explains that this video can not be mepersuasi the public because the level of knowledge and the dissemination of information on environmentally friendly products in some regions yet, he also added that there is a section in the video who confuse the audience so that the community lay not so familiar tentag environment will also be difficult to digest what is meant by WWF Indonesia as the producer of 'text' in that video. Based on data obtained Rakha, he received messages and interpret the message he got in accordance with what was delivered by WWF Indonesia, and in fact he terpersuasi with the message but this will he do adapt to the circumstances and not be too imposing to buy eco-friendly products if it is not possible, he also thought this video would not give persuasion for the community in Indonesia.

The 5th Informant: Ricky

On the theme and the message conveyed by the WWF quite clearly caught by Ricky through scientific view, which is about the protection of the environment in which the things that impact to the environment is very diverse but can be reduced in one of them is through the use of environmentally friendly products. According to Ricky who did learn about the environment in greater depth, the orientation of the care for the environment that he had not just by keeping the environment by not disposing of litter in the accompanying lecture, Ricky claimed to also learn about what kind of substances are

environmentally friendly so he feels that as a student of environmental engineering environmental care action not just enough on the throw away trash in its place.

For attitude after watching videos of the campaign “A Good Buy”, Ricky has also previously admitted to doing so and if he found out the video from the first then he will also do it, in this section he added that environmental engineering students should indeed do so. According to Ricky safeguarding the environment through the purchase of environmentally friendly products yan was already supposed to be done by the environmental engineering students as they learn it more deeply than a lay community at large. Based on the statements obtained from Ricky, he knows well the message that he got and as environmental engineering students using eco-friendly products has become imperative because they learn about it, but Ricky argues that this video is less able to mempersuasi a given solution because society is still too difficult to do by the lay community.

Stuart Hall’s Decoding Position

Stuart Hall made three possible positions of the audiences in decoding messages sent by the producers of ' text ' to the audience that is the dominant position of hegemony, negotiating position, and the position of the opposition. Each informant in research has a different interpretation of acceptance and thereby put informants at some position of audiences as described by Stuart Hall in the models ' encoding-decoding '. Overall results from interpretation by specifying the position of the fifth main informant decoding is as follows:

Table: Position of the informant in the Encoding-Decoding Stuart Hall

Informan	Posisi khalayak
Bening	Opposition
Imam	Negotiation
Nabila	Dominant Hegemony
Rakha	Negotiation
Ricky	Negotiation

(Source: processed by researchers, 2016)

The results of this data indicate that, based on the decoding of the stuart Hall, Nabila categories included in the dominant position of hegemony because generally it accepts the message and the interpretation of the similar preferred meaning conveyed by the text ' producer ' and agree on what is delivered by WWF Indonesia via video a good buy. Then Imam, Rakha, and Ricky into the categories of negotiations because it is essentially received what is conveyed in the videos, but on the other hand also rejected some particular part because it does not match what is believed by the informant, Bening are in the position of the opposition because she received messages and interpret it turned out different from what mean by WWF, on the other hand, clear the informant also felt that without seeing this video she already know the impact of environmental damage and have been using eco-friendly products due to exposure from the environment community that she follow , and she is pessimistic that the video can be persuade the community in Indonesia.

4. Conclusion

Based on the results of research conducted to five informants, generally public service campaign videos WWF Indonesia’s version of “A Good Buy”, according to the informant this video interesting to see because it is made with an

animation format has a lot of colors so that the informant was not tired of watching video from the beginning to the end of the video. But in the overall content of the video the informants argue that this video is less detail in conveying information to the audience which later gave rise to a few things confusing so that the message of the video where can't move the informant and the society as a maximum. Associated with the position of the decoding of the Stuart Hall, the five informants in this study is divided into three categories namely Nabila are in the dominant position of hegemony, then Imam, Rakha, and Ricky into the requirement of negotiation, and the last is a Bening are in the position of the opposition because she chose to interpret the messages with alternative code that she had so the difference between messages that are send by WWF Indonesia with what she interpreted.

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