ABSTRACT

W, Dhimas Satrio. 2024. *Reader Response Critisism portrayed on Afterskool Youtube Channel "Audience Capture".* A Research Paper, Faculty of Law and Language. University of Stikubank (UNISBANK). Semarang. Supervisor: Dr. Agnes Widyaningrum, S.E., S.Pd., M.Pd.

. This research intends to analyze audience comments and feedbacks on the Afterskool YouTube channel's episode on 'Audience Capture'. Rosenblatt's theory of reader was implemented with respect to these readers' responses. More specifically, the emphasis is placed on the type of response that is predominant in the comments section — efferent or esthetic response. The outcome is expected to show how and what views of 'audience capture' are constructed by the audience based on their personal experiences and references to those of society.This study is important as it provides information on how contemporary viewers consume and process digital media representations of complex societal issues. In the wake of increasing power among social media platforms like YouTube, works investigating what kind of messages resonate with viewers bear important implications for creators and researchers as well as educators. This research is not only a contribution to the academic field of Literary and Media analysis, but also has implications on introspection for society pressure as well as psychological aspect due to behaviors responses from their audience.

Keywords: Audience Capture, Reader Response Theory, Efferent-Aesthetic Continuum, Social Media Influence

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Penelitian ini bermaksud untuk menganalisis komentar dan umpan balik dari penonton terhadap episode saluran YouTube Afterskool tentang 'Audience Capture'. Teori Rosenblatt tentang pembaca diimplementasikan sehubungan dengan respons pembaca ini. Secara lebih spesifik, penekanan ditempatkan pada jenis tanggapan yang dominan di bagian komentar - tanggapan eferen atau aestetic. Hasilnya diharapkan dapat menunjukkan bagaimana dan apa pandangan tentang 'Audience Capture' yang dikonstruksi oleh khalayak berdasarkan pengalaman pribadi mereka dan referensi masyarakat. Penelitian ini penting karena memberikan informasi tentang bagaimana para pemirsa kontemporer mencerna dan memproses representasi media digital dari isu-isu sosial yang kompleks. Di tengah meningkatnya kekuatan platform media sosial seperti YouTube, penelitian yang menyelidiki jenis pesan yang beresonansi dengan pemirsa memiliki implikasi penting bagi para kreator, peneliti, dan pendidik. Penelitian ini tidak hanya memberikan kontribusi pada bidang akademis analisis Sastra dan Media, tetapi juga memiliki implikasi pada introspeksi psikologis akibat perilaku yang ditanggapi oleh audiens mereka.

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