

ABSTRACT

Dissemination of information is currently very fast with the support of the internet and social media. Dissemination of information can not be separated from netizens who care about the environment. One of the information about environmental problems that has been widely discussed by netizens on social media is the circulation of turtles that are injured because of the plastic that is nested in their nose. Content developer VICE Indonesia releases its content on Youtube about the environment. Those Who Persistently Remind the Public to Use Plastics Wisely: The Pledge is one of Indonesia's VICE environmental series that uses plastic wisely. The flow of the message in the video was explained directly from ITB Environmental Engineering lecturers how to respond to plastic. This study aims to look at the meaning of VICE Indonesia's video viewers on the video entitled Those Who Are Persistent in Reminding the Public to Use Plastic: The Pledge in delivering messages about education in the use of plastic, using reception analysis. This study uses qualitative methods and data collection using in-depth interviews and documents. The meaning is divided into three positions according to Stuart Hall by comparing preferred reading and the meaning of the audience with the position as active audiences. The results of this study found that the video of those who persistently remind the public to use plastic wisely: The Pledge is interpreted as an educational, informative, and spreading awareness about environmental issues. Overall results from this research find a variety of opinions. The results of the video viewer's opinion analysis contained two positions occupied by the audience. In the dominant position there were four speakers and the negotiation position there were five speakers. Factors that influence differences in meaning between sources are environment, interest, situation, knowledge, media use, experience, and effectiveness.

Keywords: VICE Indonesia, Audience Meaning, Reseption Analysis, Environmet