

ABSTRACT

This research has background youtube ads Traveloka version of “Traveling” and “Keindahan Nusantara”. Those ads persuaded audience to develop Indonesian tourism by visiting local tourist destinations. However, the ads implicitly promoted Traveloka brand itself as well. The purpose of this research is to find out understand the reception of audiences to Traveloka internet commercial, version of “Traveling” and “Keindahan Nusantara”. The public being chosen is mature man and woman coming from various cultural, social, educational, and occupational backgrounds. It is aimed to enable the diversity of ads’ interpretation from chosen people. The main theory used is the televisual theory about decoding and encoding model and public’s interpretation position from Stuart Hall, active audience concept from Frank Biocca. This research uses qualitative approach with deep interview method. This research also finds out that there are three interpretations of the public. First is the public who interpret in accordance with the offered dominant interpretation. There is no significant difference between preferred reading texts with the result of interpretation. Second is the public who not only read ad based on the concept of the offered ads but also does negotiation toward ads’ dominant interpretation. Though they interpret the depictions of tourism and services on offer in the advertisement application Traveloka, but in other side they also establish the private discourse based on life experience and knowledge they possess. Third is the people who interpret ads’ text in opposite direction toward the offered dominant interpretation. More over, they act more critically and tend to reject dominant interpretation.

Keywords : reception analysis, traveloka ads, active audience