

## ABSTRAK

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**Program Studi** : Magister Ilmu Komunikasi  
**Judul** : Analisis Proses Penerimaan Pesan *Subscribers*  
Mengenai Video YouTube Reza Oktovian

**Analisis Proses Penerimaan Pesan *Subscribers* Mengenai Video YouTube Reza Oktovian**  
(xiii + 71 halaman: 5 figur; 12 tabel; 3 Lampiran)

Penelitian ini mengkaji game online Reza Oktovian dalam *channel* YouTube dilihat dari persepsi khalayak atau *subscribers* dengan analisis *elaboration likelihood model* dari Richard Petty dan John Cacioppo (1986). Apakah *subscribers* Reza Oktovian secara keseluruhan memproses dan menerima pesan Reza tersebut dalam bentuk keterlibatan tinggi (*central route*) atau keterlibatan rendah (*peripheral route*). Penelitian ini juga hendak melihat perbedaan persepsi penerimaan dilihat dari demografi (usia, jenis kelamin, tingkat pendidikan, dan pengeluaran per bulan), dan status pengguna (*user status*).

Metode penelitian kuantitatif, baik bersifat numerik-deskriptif maupun analitik. Teknik pengumpulan data melalui metode survei, dengan instrumen kuesioner menggunakan skala Likert 1-5 tanpa angka 3 (ragu-ragu). Dalam penelitian terdiri atas data primer dan sekunder. Populasi penelitian adalah adalah *subscribers* untuk *game online* dari Reza Oktovian yang hingga akhir 2017 sudah berjumlah 2 juta *subscribers*. Sampel adalah 100 *subscribers*. Teknik sampling menggunakan teknik *incidental sampling*. Teknik analisis data adalah analisis deskriptif dan tabulasi silang (cross-tab).

Hasil penelitian menunjukkan, *subscribers* pada game online Reza Oktovian dalam *channel YouTube* lebih memproses persepsi penerimaan pesan Reza Oktovian dengan keterlibatan tinggi (*central route*) daripada dengan keterlibatan rendah (*peripheral route*). Terdapat kesamaan karakteristik *subscribers* antara kedua rute penerimaan dan persepsi itu, yakni sama-sama berusia muda, laki-laki, mayoritas berpendidikan SLTP-SLTA, dan pengeluaran per bulan mayoritas tergolong SES C, dan mereka mayoritas cenderung terus tertarik untuk bermain game online Reza Oktovian seperti didalam video.

**Kata kunci** : Persepsi dan penerimaan, Reza Oktovian, Central Route, Peripheral Route

**Referensi** : 44 (buku, jurnal, artikel ilmiah, dan *website*)

## ABSTRAK

**Name** : Sherly Novianty  
**Study Program** : Master of Communication Studies  
**Title** : Process of Acceptance Message By Subscribers  
Regarding Reza Oktovian's Video on Youtube  
**Channel**

*Process of Acceptance Message by Subscribers Regarding Reza Oktovian's Video on YouTube Channel*  
(xiii + 71 pages: 11 figure; 12 tabel; 3 attachment)

*This study examines the online game Reza Oktovian on YouTube channel from the perception of audiences or subscribers perspective with an elaboration likelihood analysis model from Richard Petty and John Cacioppo (1986). Are the Reza Oktovian subscribers as a whole processing and accepting Reza's message in the form of high involvement (central route) or low involvement (peripheral route). This study also wants to see differences in perceptions of acceptance seen from demographics (age, gender, education level, and monthly expenditure), and user status.*

*Quantitative research methods, both numerical and descriptive and analytic. The technique of collecting data through survey methods, with questionnaire instruments using a 1-5 Likert scale without number 3 (doubtful). In the study consists of primary and secondary data. The research population is the subscribers for online games from Reza Oktovian, which by the end of 2017 already amounted to 2 million subscribers. Samples are 100 subscribers. The sampling technique uses incidental sampling technique. Data analysis techniques are descriptive analysis and cross tabulation.*

*The results showed, the subscribers in the online game Reza Oktovian in the YouTube channel were more processing perceptions of the reception of Reza Oktovian's message with high involvement (central route) than with low involvement (peripheral route). There are similarities in the characteristics of the subscribers between the two reception and perceptual routes, namely both young, male, the majority of junior high school-educated high school students, and the majority of monthly expenditures belong to SES C, and they tend to continue to be interested in playing with online games Reza Oktovian.*

*Keywords* : Perception and acceptance, Reza Oktovian, Central Route, Peripheral Route

*References*: 44 (books, journals, scientific articles, and web).