

# **Analisis Konten Review YouTube oleh Fitra Eri Mengenai Permasalahan Kendaraan Listrik Terhadap Persepsi Audiens: Studi *Encoding Decoding* Stuart Hall**

**RIZKY RAMANDHA DEWANTO**

## **ABSTRAK**

Penelitian ini bertujuan menganalisis bagaimana audiens menginterpretasikan pesan mengenai permasalahan kendaraan listrik dalam konten review YouTube Fitra Eri berdasarkan teori *Encoding-Decoding* Stuart Hall. Penelitian menggunakan pendekatan kualitatif eksplanatif. Data diperoleh melalui wawancara mendalam terhadap lima informan yang telah mengikuti *channel* Fitra Eri selama 5 tahun, observasi terhadap tiga konten review Fitra Eri, dan studi literatur. Hasil penelitian menunjukkan bahwa Fitra Eri membangun pesan mengenai kendaraan listrik sebagai kendaraan yang efisien, praktis, dan dapat digunakan dalam kehidupan sehari-hari melalui pengalaman langsung dan pengujian kendaraan. Pada tahap *decoding* ditemukan tiga kategori posisi audiens, yaitu *dominant hegemonic*, *negotiated position*, dan *oppositional position*. Posisi *negotiated position* ditemukan pada FRS dan AP dalam konten *review* pertama, yang menerima sebagian pesan mengenai SPKLU dan pengisian daya tetapi memberikan pemaknaan berbeda terhadap aspek tertentu, dan pada konten *review* kedua dan ketiga, empat informan dikategorikan kedalam *dominant hegemonic position*. Sementara itu, posisi *oppositional* ditunjukkan oleh MHR yang memahami pesan mengenai efisiensi kendaraan listrik tetapi mempertahankan pandangan berbeda berdasarkan pertimbangan pribadi. Penelitian ini menunjukkan bahwa kredibilitas, pengalaman, objektivitas, dan kemampuan Fitra Eri dalam menyampaikan informasi berperan dalam membentuk persepsi audiens, namun audiens tetap aktif dalam menerima dan memaknai pesan media.

**Kata Kunci:** Kendaraan listrik, YouTube, Fitra Eri, Persepsi Audiens

***Analysis of Fitra Eri's YouTube Review Content on Electric Vehicle (EV) Issues and Its Influence on Audience Perceptions: A Stuart Hall Encoding-Decoding Study***

**RIZKY RAMANDHA DEWANTO**

**ABSTRACT**

This study aims to analyze how audiences interpret messages concerning issues surrounding electric vehicles in Fitra Eri's YouTube review content based on Stuart Hall's Encoding-Decoding theory. This study employs a qualitative explanatory approach. Data were collected through in-depth interviews with five informants who had been following Fitra Eri's YouTube channel for five years, observations of three of Fitra Eri's review videos, and a literature review. The findings indicate that Fitra Eri constructs messages portraying electric vehicles as efficient, practical, and suitable for everyday use through direct experience and vehicle testing. In the decoding process, three audience positions were identified: the Dominant Hegemonic Position, Negotiated Position, and Oppositional Position. The Negotiated Position was identified among FRS and AP in the first review video, as they accepted some of the messages concerning public electric vehicle charging stations (SPKLU) and charging processes while interpreting certain aspects differently. In the second and third review videos, four informants were categorized within the Dominant Hegemonic Position. Meanwhile, MHR demonstrated an Oppositional Position by understanding the messages concerning electric vehicle efficiency while maintaining a different perspective based on personal considerations. The study demonstrates that Fitra Eri's credibility, experience, objectivity, and ability to communicate information contribute to shaping audience perceptions, while audiences remain active in receiving and interpreting media messages.

***Keywords:*** *Electric Vehicles, YouTube, Fitra Eri, Audience Perception*