

Potensi Efek Media Terhadap Khalayak Pada Tingkat Afeksi (Studi pada Charity Stream Kanal Youtube dan Instagram Windah Basudara) = Potential Effects Of Media On Audience On Affection Level (Studies on Charity Stream Windah Basudara's Youtube Channel and Instagram Account)

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Abstrak

Popularitas live stream gaming di Indonesia terus meningkat semenjak pandemi Covid-19. Meningkatnya popularitas tersebut dapat dimanfaatkan content creator untuk melakukan kegiatan kemanusiaan berbentuk charity stream. Charity stream adalah bentuk penggalangan dana saat melakukan live streaming. Salah satu Youtuber asal Indonesia, Brando Franco Windah, memanfaatkan popularitas yang dimilikinya untuk melakukan charity stream. Brando dikenal sebagai Youtuber gaming karena sering melakukan live streaming dengan topik video game dalam media Youtube. Ia juga sering melakukan charity stream sambil bermain video game. Tulisan ini bertujuan untuk mengkaji potensi efek media pada khalayak dalam tingkat afeksi melalui studi pada charity stream yang dilakukan Brando melalui channel Windah Basudara. Pesan media yang diciptakan Brando melalui kanal Youtube dan Instagram pribadinya dapat mempengaruhi afeksi khalayak untuk turut melakukan aksi kemanusiaan melalui charity stream. Penulis melakukan analisis menggunakan pendekatan observasi daring terhadap 16 siaran ulang charity stream pada Youtube Windah Basudara, unggahan Instagram Windah Basudara yang berkaitan dengan charity stream, serta kolom komentar pada charity stream dan Instagram. Merujuk pada Potter (2012), efek pesan media dapat mempengaruhi khalayak melalui empat cara, yaitu acquiring affect, triggering affect, altering affect, dan reinforcing affect. Hasil dari analisis menunjukkan Brando berhasil mempengaruhi afeksi khalayak terutama melalui acquiring affect dan triggering affect. Penulis juga menemukan adanya perbedaan gaya berkomentar khalayak dalam live chat Youtube dan kolom komentar Instagram Windah Basudara. Perbedaan gaya komentar tersebut disebabkan oleh perbedaan karakteristik dari kedua medium tersebut dalam membawa pesan media charity stream, yang menunjukkan the media is the message.

.....The popularity of live stream gaming in Indonesia has continued to increase since the Covid-19 pandemic. This increased popularity can be utilized by content creators to carry out humanitarian activities in the form of charity streams. Charity streams are a form of fundraising when live streaming. One Youtuber from Indonesia, Brando Franco Windah, takes advantage of his popularity to do charity streams. Brando is known as a gaming Youtuber because he often does live streams on video game topics on Youtube. Brando also often does charity streams while playing video games. This paper aims to examine the potential effects of media on audiences at the level of affection through a study on charity streams conducted by the Windah Basudara channel. Media messages created by Brando through his personal Youtube and Instagram channels can influence audience affection to take part in humanitarian action through charity streams. The author conducted an analysis using an online observation approach to 16 charity stream replays on Youtube Windah Basudara, Instagram posts by Windah Basudara relating to charity streams, as well as comment columns on charity streams and Instagram. The effects of media messages can influence audiences in four ways, acquiring affect, triggering affect, altering affect, and reinforcing affect. The results of the analysis

show that Brando succeeded in influencing the affective effect of the audience, especially through acquiring affect and triggering affect. The author also found that there were differences in the style of public commenting in Youtube live chat and Windah Basudara's Instagram comments column. The difference in commentary styles is due to the different characteristics of the two mediums in conveying the message of the media charity stream, which shows the media is the message.