

Analysis of Audience Acceptance of the Use of Regional Languages in YouTube Content Kebung “*Misteri Pangkalan Bebay*”

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Abstract

This study analyses the audience's reception of the use of regional languages in Kebung YouTube content entitled “*Misteri Pangkalan Bebay*”. The formulation of the problem in this study is to explore how the audience responds to the use of regional languages in the content. This study uses a qualitative method with Stuart Hall's reception analysis approach with 3 categories; 1) Dominant Hegemonic, 2) Negotiated Reading, 3) Oppositional Position. The research findings show that the majority of viewers receive the content positively and feel a sense of cultural closeness through regional languages. The implication is that the use of regional languages can increase social interaction and strengthen cultural identity in the digital space. This study provides insight for content creators and media researchers regarding the positive impact of using regional languages in digital content, encouraging the preservation and development of regional language wealth.

Keywords: Reception Analysis, YouTube Videos, Lampung Language, Stuart Hall's Reception Theory

1. Introduction

Digital content, especially in the form of videos on YouTube, has become an inseparable part of people's daily entertainment, presenting a variety of content that reflects cultural diversity (Asril et al., 2021). This phenomenon not only creates entertainment that is accessible to various groups, but also becomes a virtual stage for diverse cultural expressions (Alfiyah & Widiasanty, 2024). Through YouTube channels, content creators have the opportunity to present diversity in the form of their creativity, including in terms of lighting the cultural values inherent in a community (Adiarsi et al., 2015).

The YouTube platform has transformed into more than just entertainment; it has become a medium that enables cultural exchange and understanding between different communities (Nopitasari et al., 2021). By engaging viewers from all walks of life, digital content on YouTube creates cultural bonds that embrace differences and promote cross-cultural understanding. Thus, YouTube is not only an entertainment platform, but also a medium that empowers culture and celebrates diversity amidst the ever-growing flow of digital globalization (Jamilah et al., 2023).

The use of regional languages in digital content is not just a medium of communication, but also reflects cultural identity and supports the preservation of regional languages (Ratumanan et al., 2022). This research is based on the transformation of digital media and its impact on the sustainability of local culture. With the increasing penetration of the internet in Indonesia, YouTube has become the main stage where local culture can be explored, preserved, and introduced to a wider audience.



The study aims to investigate how viewers respond to the use of regional languages in the YouTube video “*Misteri Pangkalan Bebay*” from Kreator bumi lampung (*kebung*), with a focus on the understanding and interpretation of speech in Lampung. This study intends to determine the extent to which viewers accept the Lampung language contained in the content and identify factors that influence how viewers understand Lampung in the context of YouTube. In addition, this study also wants to obtain viewers' views on the use of Lampung, both positive and negative, in order to reveal how viewers view linguistic diversity in digital content such as YouTube. In this way, this study not only explores how Lampung language speech is interpreted by viewers, but also analyzes the factors that shape their perceptions and views on the use of regional languages in digital media.

2. Literature Review

Stuart Hall's Reception Theory represents a milestone in understanding the complex dynamics between media, message producers, and audiences. Within the framework of this reception analysis theory, Stuart Hall revolutionized the view of the role of audiences, rejecting the traditional view that they are merely passive recipients of media messages (Amirudin, 2018). In contrast, Hall describes the audience as an actor who is actively involved in the process of decoding and interpreting messages conveyed by the media (Oliver, 2015). According to Hall, the audience does not merely receive media messages passively, but they are actively involved in decoding the message. The concept of encoding and decoding is at the heart of this theory, where the message creator packages the message through symbols, language, and images, while the audience decodes the message according to their understanding, values, and social context (Saputra et al., 2022).

In the encoding-decoding concept proposed by Stuart Hall, there is an understanding that the interpretation made by the audience regarding content is not always in line with the meaning intended by the media (Riskiy & Hapsari, 2022). There are two main stages in this process, namely encoding and decoding. Encoding refers to the meaning encoded by the message creator from their perspective (Chriswindari, 2018). In contrast, decoding is the stage where individuals or audiences have the opportunity to recode the message. The focus of this theory is on the decoding process, where audiences engage in interpretation, and reading of media messages according to their own context and experiences (Putri & Pramonojati, 2021). Thus, this theory emphasizes the importance of the audience's role in giving meaning to media content, arguing that their understanding can develop uniquely through a decoding process involving contextual interpretation and reading.

One of the efforts to preserve the Lampung language is to actively interact using the language. Unfortunately, in reality, many Lampung individuals are less enthusiastic in using their regional language. On the contrary, a number of Lampung people even want to communicate using Indonesian and other international languages. This phenomenon creates a challenging situation, especially considering that the next generation is expected to have awareness and commitment to preserving the Lampung language for the future of the next generation (Abidin & Permata, 2021). In this situation, Stuart Hall's encoding-decoding theory provides an understanding of the motivation behind the process and dissemination of messages in Lampung language. According to Hall's reception study, the audience can be placed in three final categories, namely Dominant Hegemonic, Negotiated Reading, and Oppositional Position. Thus, we can understand how the audience responds to and interprets messages related to Lampung language (Afifah, 2019).

The final step involves the viewer's attempt to give meaning to the content of the show by using the various codes present in the show they are watching. This process involves a series of steps and is influenced by the audience's background (Batistuta et al., 2005). Although the influence of messages

conveyed by the media may not significantly influence the interpretation given by the audience, it does have a strong role in shaping the meaning of the media text (Pertiwi et al., 2020).

3. Methods

In this study, the research was conducted using a qualitative method with a descriptive research approach and reception analysis, which can be considered as an approach to solving problems. Within the framework of this method, the focus is on the subject or object of research such as individuals, institutions, communities, and so on (Danuri & Maisaroh, 2019). Reception analysis is that the audience constructs meaning from the media text after they hear it, not meaning that is already attached to the media text itself (Hadi, 2020). Through reception analysis, the researcher aims to find out how the audience receives the message from Kebung YouTube content "*Misteri Pangkalan Bebay*".

The purposive sample method is applied in sample selection which is carried out after considering certain factors or through special efforts (Utami & Hanum, 2010). One of the main criteria for the selected informants is that they already have experience watching videos from the YouTube channel "Kreator bumi lampung (Kebung)" entitled "*Misteri Pangkalan Bebay*". As a next step, the researcher will conduct interviews with informants who meet a number of specific requirements. For example, informants are required to convince the researcher that they have watched videos from the YouTube channel "*Misteri Pangkalan Bebay*" before undergoing the interview session. To ensure understanding of the purpose of the study and to evaluate the use of Lampung language in the YouTube clip "Kebung" entitled "*Misteri Pangkalan Bebay*" informants must be from the Lampung ethnic group.

4. Results and Discussion

4.1. Research Results

Through interviews with 4 informants who have watched the video on the Kebung YouTube channel entitled "*Misteri Pangkalan Bebay*", this study involved participants who met a number of specific criteria. In order for the research findings to be diverse and to avoid the tendency of a single point of view, the selection of informants was carried out by considering various criteria, the informants are listed below:

1. Wahyu Hidayah (1st Informant)
2. Jahyan Sugiarto (2nd Informant)
3. Ahmad Suhelmi (3rd Informant)
4. Iqbal Masud (4th Informant)

After watching the Kebung YouTube video entitled "*Misteri Pangkalan Bebay*" viewers interpreted the content in different ways because each informant had different experiences, backgrounds, education levels, and jobs, and involved various cultural aspects. Although all of them came from the Lampung tribe, each individual conveyed their unique views in responding to and responding to media messages. Wahyu (1st Informant), Jahyan (2nd Informant), and Fahmi (3rd Informant) showed a tendency to prefer content that used the Lampung language on the Kebung YouTube channel. On the other hand, 4th informant (Iqbal) likes the content on the channel, but is less enthusiastic about Lampung language content, due to the influence of his environment which tends to use Javanese in his daily life. Stuart Hall stated that the interpretation of a message can be classified into three positions, namely Dominant Hegemonic, Negotiated Position, and Oppositional Position. Based on the results of the interpretation

of the four informants in this study, it can be concluded that the audience can be grouped into the Dominant Hegemonic and Negotiated Position categories.

4.1.1. Dominant Hegemonic

In this category, people can absorb the message because it is in accordance with the values they value. The results of interviews with several informants, including Wahyu, Jahyan, and Ahmad, showed that they liked Lampung-language content because they considered it part of their ancestral heritage that needed to be maintained and preserved.

"...it is important to pass on the use of the Lampung language to the next generation, because this is a part that needs to be preserved from our ancestral heritage. Although most parents currently introduce Indonesian to their children from an early age, it would be better if we as parents also introduced and taught them the Lampung language." (Interview with Wahyu, December 17, 2023).

"...I often browse content on the YouTube platform that uses the Lampung language, because in my opinion, the people of Lampung have a high interest in content presented in the Lampung language. This is considered more relevant and in accordance with their experiences" (interview with Jahyan on December 17, 2023).

"I like the content because the use of Lampung language in it is in accordance with the language I often use in my daily life. This makes me understand and feel familiar with the content" (interview with Suhelmi on December 17, 2023).

People enjoy Lampung language content because they feel more interested and connected to the language that is commonly used in their daily lives. Furthermore, the factors that are considered to be the cause of the lack of understanding of today's society towards Lampung speech according to them are as follows:

"In this era, young mothers who have small children rarely promote the use of Lampung. Maybe because they see Lampung as a village language, so generally, young mothers tend to teach their children to use Indonesian" (Interview with Wahyu, December 17, 2023).

"...usually there is a lack of understanding of the Lampung language because during school, Lampung language lessons were not implemented enough. Therefore, it may be time to increase the use of Lampung language in the school environment from the beginning of education. Understanding and skills in the Lampung language have important value for us as Lampung people" (interview with Jahyan on December 17, 2023).

"The lack of understanding may be due to the lack of education from parents. They tend to use Indonesian or even English more often when communicating with their children in various situations" (interview with Suhelmi on December 17, 2023).

4.1.2. Negotiated Position

Audiences who are in a negotiating position, between the Dominant Position and the Oppositional Position, have the ability to receive media messages. However, the way they interpret the message may be different from other audiences (Afifah, 2019). Based on the results of the researcher's interviews with informants who are included in the Negotiated Position category, it was found that

there was acceptance of the contents of media messages, but with various points of view. Negotiated Position can be interpreted as a position where the audience can accept some of the existing meanings, but may also reject or change them according to their respective personal perceptions and desires.

"I am less interested in content that uses the Lampung language. Although I am a native Lampung person and have seen content in the Lampung language several times, in my daily life I rarely use the Lampung language to communicate, especially because I live in the city. Therefore, I prefer to watch more common Indonesian language content rather than Lampung language content that rarely appears on social media such as YouTube" (Interview with Jahyan on December 17, 2023).

This informant argued that although he is from Lampung, in his daily life, he uses Indonesian more often than Lampung. The main reason this informant does not like content in the Lampung language is because the use of Indonesian is more dominant in everyday environments, especially in his work environment. The informant stated that the habit of speaking in Indonesian occurs more often because his work environment routinely uses Indonesian. Therefore, the informant's lack of understanding of Lampung speech is explained by the more common use of Indonesian in everyday interactions.

"In my opinion, the environment is very influential. Wherever we are, the habits we use will be formed there. I am indeed from Lampung, but because on campus I use Indonesian and Javanese, I communicate more in Indonesian than Lampung. Because my understanding of Lampung is lacking" (Interview with Wahyu on December 17, 2023).

The environment is the main factor that influences the informant's lack of understanding of Lampung speech. Regarding Ahmad Suhelmi's statement regarding "Lampung people do not necessarily understand the level of Lampung speech," the informant gave his response after watching Kebung's content. The informant stated:

"I have watched the content, and in my opinion, the content is very good and has a positive impact, especially for today's young generation who may ignore the Lampung language a little. I agree with the statement. For me, the statement is like an appeal for Lampung people, including myself, to understand Lampung better. The current generation tends to enjoy actual content or even content from foreign cultures" (Interview with Ahmad Suhelmi on December 17, 2023).

The content of "Kebung" is considered constructive for the current young generation, especially because there are statements that can be considered as satire so that Javanese people better understand the level of Lampung language speech. It is hoped that through this content, Lampung people can better understand the level of Lampung language speech and feel its impact. The informant gave his opinion. From the results of the interview with this informant, it is clear that his views on the message of the content vary greatly. According to him, not all YouTube viewers experience or even understand the content in the same way. He also highlighted that the strongest influence in learning the Lampung language is influenced by factors such as the environment, family, and social interaction.

4.2. Discussion

In the reception analysis theory introduced by Stuart Hall, the audience carries out the process of decoding media messages through three categories of positions, namely Dominant Hegemonic Position (N. P. K. Utami & Winduwati, 2022). In this position, the message is delivered in a way that can be understood by the target audience, so the possibility of misunderstanding between the sender and recipient of the message tends to be minimal. Listeners have an active role in determining whether

they will accept or reject the message conveyed by the media when they receive or interpret its content. Active listeners are those who understand messages or symbols, both through verbal and nonverbal communication (Suwarno, 2011).

When receiving or interpreting messages in the content of "*Misteri Pangkalan Bebay*" from Kebung, each individual forms a justification or point of view based on their experience and understanding of the information they have (Utami & Winduwati, 2022). The ability to interpret the message conveyed by the content creator is a very important factor in all studies. The use of Lampung language is deliberate by the content creator as an effort to introduce or remind the wider community about Lampung language. In the theory of reception analysis, culture and media are considered as important elements that are appropriate (Pertiwi et al., 2020)

Learning the level of Lampung language speech begins at an early age and is influenced by the abilities and desires of parents. This process can be influenced by various factors, such as family environment, social circles, and work environment (Putri & Pramonojati, 2021). When someone uses everyday language, such as Lampung and Indonesian, it can affect how the individual views or places the use of language. This is because each person will process and reinterpret the message based on the underlying context (Nurzain & Purnama, 2021)

Researchers use the reception category by Stuart Hall to see the informant's point of view or position on the message conveyed in the YouTube broadcast. The interview results show a variety of answers from informants. The concept of reception according to Stuart Hall discusses how the audience carries out the decoding process in the media (Makikui et al., 2017).

5. Conclusion

This study concludes that audiences have diverse interpretations of Lampung language content on the Kreator bumi lampung (*kebung*) YouTube channel, based on Stuart Hall's reception theory. Most informants, such as Wahyu, Jahyan, and Ahmad, tend to be in the Dominant Hegemonic position, where they fully accept the content message because it is in line with their cultural values. They consider the use of Lampung language in the content as an important effort to preserve ancestral heritage that is relevant to everyday life. On the other hand, informants such as Iqbal tend to be in the Negotiated position, where he partially accepts the message but has a preference for Indonesian language content due to the influence of his social environment and his habits which are more dominant in using other languages in everyday interactions.

This finding also shows that environmental, educational, and family factors play a major role in shaping interest and understanding of the Lampung language. Many people, especially young people, are more familiar with Indonesian or other languages because they are not introduced to the Lampung language at home or in school. However, the content on the Kreator bumi lampung (*kebung*) channel is considered effective as a medium to increase public awareness of the importance of preserving the Lampung language. One way to reach more people and teach younger generations about the importance of cultural identity through media is to mix the Lampung language with Indonesian in digital content.

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