



UNIVERSITAS MUHAMMADIYAH SIDOARJO
FAKULTAS BISNIS, HUKUM, DAN ILMU SOSIAL
PROGRAM STUDI : • MAGISTER MANAJEMEN (S2) • MANAJEMEN (S1) • AKUNTANSI (S1)
• ADMINISTRASI PUBLIK (S1) • ILMU KOMUNIKASI (S1) • HUKUM (S1)

BERITA ACARA UJIAN SKRIPSI

Tanggal : Selasa, 04 Maret 2025

Jam : 08:00

Tempat : GKB 3, LAB PR, L.2

Telah dilaksanakan ujian Skripsi

Judul : PERSEPSI AUDIENS TERHADAP KONTEN PODCAST YOUTUBE 'LOGIN' EPISODE 12

Nama : MOHAMMAD SATRIYO WIBOWO

Nim : 212022000078

Prodi : ILMU KOMUNIKASI

Bidang : PERILAKU KONSUMEN

Dengan Hasil :

Disetujui dengan perbaikan / penyempurnaan
Jangka Waktu Perbaikan 7 Hari

Perbaikan / penyempurnaan yang harus dilakukan adalah : (kalau diperlukan dapat ditulis dilembar terpisah)

No	Nama Dosen	Jabatan
1	Ainur Rochmania, S.Sos., M.Si	Ketua Penguji
2	Kukuh Sinduwiatmo, S.Sos., M.Si	Penguji 1
3	Totok Wahyu Abadi, SS., M.Si., Dr	Penguji 2

Mengetahui,
Kaprodik



Nur Maghfirah Aesthetika, S.Sos. M.Med.Kom

Sidoarjo, 04 Februari 2025

Ketua Sidang



Ainur Rochmania, S.Sos., M.Si

HOME / ARCHIVES / VOL. 7 (2024): INTERNATIONAL CONFERENCE ON EMERGING NEW MEDIA AND SOCIAL SCIENCE / Articles

Audience Perception Of YouTube Podcast Content' Login ' Episode 12

Mohammad Satriyo Wibowo

Universitas Muhammadiyah Sidoarjo

Ainur Rochmania

Universitas Muhammadiyah Sidoarjo

DOI: <https://doi.org/10.21070/pssh.v7i.618>

Keywords: audience perception, podcast, education

ABSTRACT

This study aims to examine audience perceptions of the "Login" program broadcast on Deddy Corbuzier's YouTube channel as a medium for da'wah and education. The study employs the S-O-R (Stimulus-Organism-Response) theory, which explores the perception process through three main stages: sensation, attention, and response. The findings indicate that the "Login" program consistently captures the audience's attention, as evidenced by the high frequency and duration of viewing. The program is able to meet the audience's need for information and entertainment, which in turn enhances their level of attention. Respondents also reported that the show not only entertains but also



PDF

PUBLISHED

2024-09-19

HOW TO CITE

MAKE A SUBMISSION

ADDITIONAL MENU

- Aims and Scope
- Publication Ethics Statement
- Peer Review Process
- Plagiarism Policy
- Open Access Policy
- Indexing Services
- Guide for Author
- Contact Us

ISSN

ISSN 2722-0672 (online)

SUPPORT CENTER



ABSTRACT

This study aims to examine audience perceptions of the "Login" program broadcast on Deddy Corbuzier's YouTube channel as a medium for da'wah and education. The study employs the S-O-R (Stimulus-Organism-Response) theory, which explores the perception process through three main stages: sensation, attention, and response. The findings indicate that the "Login" program consistently captures the audience's attention, as evidenced by the high frequency and duration of viewing. The program is able to meet the audience's need for information and entertainment, which in turn enhances their level of attention. Respondents also reported that the show not only entertains but also provides new insights and influences their views on the topics discussed. Overall, the "Login" program successfully shapes strong perceptions among viewers through the S-O-R process, where the stimulus from the show effectively captures attention and influences audience responses, both emotionally and cognitively. This suggests that the "Login" program can function effectively as a medium for conveying messages of da'wah and education

REFERENCES

Sugiyono, 2013, Research Methodology Quantitative, Qualitative And R & D. (Bandung: ALFABETA)

(Husna, 2023; Shinta Alimatul Islam & Mutrofin, 2023; Werung, 2015; Wijayadinigrat, 2020)

Hartiningtyas, A. J., & Ifflah, I. (2024). Followers ' perception of TikTok resepe_inspirasi_debm content. Journal Of Communication, 14(2), 192-202. <https://doi.org/10.31294/jkom.v14i2.15744>

Husna, N. (2023). Login Di Close the Door : Dakwah Digital Habib Ja'Far Pada Generasi Z. KPI breezeway: Communication Media and Da'wah Reference, 3(1), 38-47. <https://ejournal.iainu-kebumen.ac.id/index.php/selasar>

Nia, L., & Loisa, R. (2019). The effect of New Media Use on the fulfillment of Needs (Study of Social Media Facebook in the fulfillment of information among housewives). Prologia, 3(2), 489. <https://doi.org/10.24912/pr.v3i2.6393>

First Of All, G. S. A. (2021). THE INFLUENCE OF FAMILY COMMUNICATION, ENVIRONMENT AND YOUTUBE MEDIA ON THE ISLAMIC CHARACTER OF CHILDREN (RT 04 RW 02 SIDOSERMO VILLAGE, WONOCOLO DISTRICT, SURABAYA). University Of Muhammadiyah Sidoarjo.

Shinta Alimatul Islam, & Mutrofin. (2023). Perception of Islamic broadcasting communication students towards Shihab & Shihab Da'wah Program in Narasi TV. Kopis Journal: A Review Of Islamic Broadcasting Communication Research And Thought, 6(1), 1-17. <https://doi.org/10.33367/kpi.v6i1.3653>

Wernher, M. Y. (2015). Audience Perception Of The Show D'academy Indosiar In The Village Of Sungai Pinang In The District Of Sungai Pinang. EJournal Of Communication Sciences, 3(4), 185-199. <http://ejournal.ilkom.fisip->

UMSIDA

PDF

PUBLISHED

2024-09-19

HOW TO CITE

Wibowo, M. S. ., & Rochmania, A. . (2024). Audience Perception Of YouTube Podcast Content' Login ' Episode 12. *Procedia of Social Sciences and Humanities*, 7, 423–433. <https://doi.org/10.21070/ppssh.v7i.618>

More Citation Formats

ISSUE

Vol. 7 (2024): International Conference On Emerging New Media and Social Science

SECTION

Articles

Crossref Scopus

000

ISSN 2722-0672 (online)

SUPPORT CENTER



VISITOR STATISTICS

00079156

View My Stats

Visitors

	741,250		13,017		4,919
	31,289		6,032		4,583
	24,931		5,926		3,411
	24,780		4,929		2,920

FLAG counter

2,287 Pageviews

Jul 12th - Aug 12th

INFORMATION

- For Readers
- For Authors
- For Librarians