



UNIVERSITAS
GADJAH MADA

Music To Socialize Not To Criticize: Analyzing Youth Perception Towards Music as a Top Down Public Policy Communication: Case Study of 'War on Drugs' Song by the National Narcotics Agency (BNN)
Daffa Raditya Supriadi, Ario Wicaksono, S.I.P., M.Si., Ph.D.
Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

Table of Contents

Abstract	5
I. INTRODUCTION.....	5
Conceptual Framework	8
II. METHODS	10
III. FINDINGS AND DISCUSSION	11
A. Profile of Respondents	11
B. Analysis of Listener Perceptions of the War On Drugs Policy Communication	12
1. Transmission Dimension	14
2. Clarity Dimension.....	16
3. Consistency Dimension	17
IV. CONCLUSION.....	19
REFERENCES.....	21