

TABLE OF CONTENT

CHAPTER I.....	5
INTRODUCTION	5
1. Research Background.....	5
1.1. Research Question.....	8
1.2. Research Objectives.....	8
1.3. Research Benefit.....	8
1.4. Research Novelty.....	9
CHAPTER II.....	10
LITERATURE REVIEW.....	10
1. Theoretical Framework	10
1.1. Political Communication.....	10
1.2. Generation Z as Audience in Politics	13
1.3. Audience Reception by Stuart Hall & Sonia Livingstone	14
2. Conceptual Framework	16
2.1. The Characteristics of "Oke Gas Prabowo Gibran Paling Pas" Sonic Branding.....	16
2.2. Audience: Generation Z in Indonesia	18
2.3. The Historical Context of Prabowo Subianto's Image	19
2.4. Prabowo Subianto and Gibran Rakabuming's Political Branding in the 2024 Election	20
CHAPTER III.....	24
METHODOLOGY	24
1. Research Method.....	24
2. Research Subject	24
2.1 Profile of Informants.....	25
3. Data Collection Technique	27
4. Data Analysis Technique.....	27
CHAPTER IV	28
SONIC BRANDING IN POLITICS: THROUGH THE LENSE OF RECEPTION ANALYSIS	28
1. Identity Profiles of Informants	29
2. Initial Perceptions of the "Oke Gas Prabowo Gibran Paling Pas" Jingle.....	31
3. Audience Reception - Sonia Livingstone	33
4. Audience Reception - Stuart Hall	45
3	
4.1. Informant as Dominant Hegemonic.....	46



UNIVERSITAS
GADJAH MADA

The Audience Reception of Prabowo Subianto and Gibran Rakabumingâ€™s â€™Oke Gasâ€™ Sonic Branding in

the 2024 Election within Generation Z

Sevgi Bilge, Dr. Wisnu Martha Adiputra, S.I.P., M.Si.

Universitas Gadjah Mada, 2024 | Diunduh dari <http://etd.repository.ugm.ac.id/>

4.2. Informant as Negotiated Code or Position	50
4.3. Informant as Oppositional Code.....	52
5. Textual Factors - Sonia Livingstone.....	53
6. Social Environment Factors - Sonia Livingstone	57
7. Livingstone’s Theory: Cultural Identity and Audience Positions.....	59
8. Connections Between Informants’ Political Behaviors and Approaches	61
8.1. Playful and Relaxed Approach.....	61
8.2. Serious and Motivated Approach	62
8.3. Disengaged but Emotionally Engaged Approach.....	62
8.4. Synthesis of Connections.....	63
9. Research Subjects’ Perspectives on the 'Oke Gas Prabowo Gibran Paling Pas' Jingle as Political Branding	63
CHAPTER V.....	69
CONCLUSION.....	69
Conclusion	69
Suggestions	74
BIBLIOGRAPHY.....	75