RECEPTION OF ADOLESCENTS ON MOTIVATION IN PODCAST
(Descriptive Qualitative Study of Adolescent Reception of Motivation in the Merry Riana Podcast Episode 11, 74th, and 84th)

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ABSTRACT
In the era of technological developments new media emerging that can increase social interaction between people for example is Podcast. One very interesting account is Merry Riana's podcast account. Merry Riana's Podcast account jumped to the first rank in Apple Podcast with motivational genre in just one month. Because the researcher wants to find out how adolescent acceptance of motivation is in the Merry Riana episode 11, 74 and 84 podcasts. This study aims to find out adolescent acceptance of motivation messages by Merry Riana on her podcast account, the researcher chooses 3 episodes. This study uses the theory of encoding decoding by Stuart Hall. The results of this study indicate the acceptance of adolescents to Merry Riana's motivation Podcast at the dominant level of hegemony, the content of motivational messages contained in the podcast can be a motivation that has a strong influence on informants because the informant sees from Merry Riana's background that is a motivator and his life background is full of challenges, In addition, the informant who is in a dominant position believes that motivational messages are inspirational and can open ways of thinking while in a negotiating position suggest that motivational messages are good when delivered in accord of the selection of appropriate themes or titles. In the opposite position motivational messages cannot influence because informants prefer motivated by the closest person because there is emotional closeness, another informant said that the motivational message was not easy to understand due to different educational backgrounds.

Keyword: Podcast, Motivation, Merry Riana, Reception Analysis.

INTRODUCTION
This era of technological development has begun to emerge of new media that can increase social interaction between people for example by using several social networks or social media. In recent years, precisely in 2005 appeared audio broadcasts via the internet which is commonly called a podcast. Podcasts are increasingly becoming a choice because of the high intensity of people's travel today. Those who spend a lot of time outside the home. Opening Instagram, Twitter, Facebook, email or reading news on the web will be a dangerous activity if done while walking or driving a car. Therefore the consumption of audio content such as podcasts is the solution to keep getting new insights and, at the same time, can also be entertained. But listening to podcasts also requires great effort such as concentration, deliberate attention, and also thinking due to the absence of supporting visualizations. That way the researcher...
saw the phenomena with the podcast uploaded by Merry Riana entitled "It's useless to be a Smart Person!".

This podcast contains a strong motivational statement and is very related to daily life. Where Merry Riana explains things we don't need to think about, like other people's comments on our lives. So that our lives become more peaceful. because 20% more adolescents experience mental health problems which generally begin with anxiety, causing excessive insecure. more interestingly, the age of podcast listeners in Indonesia is 40% more from the age of 20-25 years (42.12%). Youth save opportunities and challenges, in this case young people and new media are a form of mutuality in the elements of informal society. This condition is shown by the emergence of a new class of "globalpolitan" which is rich in information (Castell, 2010). The practice of adolescents accessing new media as the most widely performed activity in leisure time is directly proportional to the patterns of youth activities as digital natives and increasing available access resources (Widhyharto et al, 2014). A more in-depth analysis of the reception of listeners on the Merry Riana Podcast account episodes 11, 74, and 84. There are several podcast accounts that contain motivational content, one of the most interesting accounts is Merry Riana's podcast account.

Merry Riana is a well-known motivator in Indonesia. Merry Riana's podcast account immediately soared to the first rank in the Apple Podcast with the Education genre in just one month. Of the many episodes available, the researcher chose 3 episodes to find out how adolescent acceptance of motivation and education is in the podcast uploaded by Merry Riana. determine the fate of the Indonesian nation going forward. But in this episode the writer finds pro and contest in other social media commentary columns. many people consider that the current generation is just like something. a phenomenon with a podcast uploaded by Merry Riana entitled "It's useless to be Smart!" And the last is the Merry Riana podcast which was uploaded on November 14, 2019 and titled "So What gitu lo?" which has a duration of 5 minutes. This podcast contains a strong motivational statement and is very related to daily life. Where Merry Riana explains things we don't need to think about, like other people's comments on our lives. So that our lives become more peaceful. because 20% more adolescents experience mental health problems which generally begin with anxiety, causing excessive insecure. more interestingly, the age of podcast listeners in Indonesia is 40% more from the age of 20-25 years (42.12%). Youth save opportunities and challenges, in this case young people and new media are a form of mutuality in the elements of informal society. This condition is shown by the emergence of a new class of "globalpolitan" which is rich in information (Castell, 2010). Accessing youth practices suggests three forms of reading between the text writer and the reader and how the message is read between the two, (Pujileksono, 2015)

LITERATURE REVIEW OR RESEARCH BACKGROUND

Morley's study, states that there are various forms of reading that blend together in the decoding key positions built by the class. Decoding was created by a group of conservative printing managers and bank managers, while those
negotiated were created by trade union workers’ groups. Oppositional decoding is done by a group of shop assistants, whose political perspective directs them to reject the entire discourse (Barker, 2004: 284-285) in (Pujileksono, 2015).

In the book Cultural Tranformation: The Politics of Resitence (1983, in Marris and Tornham, 1999: 474-475), Morley suggests three forms of reading between text writers and readers and how the message is read between the two, namely (Pujileksono, 2015) 1. Dominant (hegemonic) position The audience is in line with program codes (which contain values, attitudes, beliefs and assumptions) and fully accepts the meaning offered and desired by the program maker. The dominant reader of the text, hypotension will occur if both the creator or reader of the text has the same ideology, causing no difference in views between the creator and reader. So the value carried by the text creator is not only approved by the reader, it is further enjoyed and consumed by the text reader. 2. Negotiated Position The message reader understands the meaning that the producer wants but the reader makes adaptations and rules according to the context in which the reader is located. This reading occurs when the ideology of the reader is more instrumental in interpreting and negotiating the text. 3. Oppositional (Counter Hegemonic) Position. Active audiences are in line with program codes and reject the meaning or readings offered, and then determine their own alternative frames in interpreting messages or programs. In this position, the ideology of the reader is opposed to the text creator. Opposition readers are generally characterized by a feeling of dislike and incompatibility with the discourse text consumed. Through Reception analysis, this study can analyze how adolescent acceptance of motivation in Merry Riana's podcast episodes 11.74, and 84. John Fiske and Michelde Certeu (in purbayanti 2012: 151) revealed, that reception analysis, audiences are seen as producers active who gives meaning, not as a media consumer. The meaning of media messages, in this research, which is a podcast, by the public is related to social and cultural conditions, as well as the individual experience of each audience

Podcasts Podcast 2004 was noted as the emergence of the term podcast. Ben Hammersley mentions the word "podcasting" in his article at www.theguardian.com which discusses audioblogs and online radio. Over time, podcast material has increasingly grown in variety. The packaging can be in the form of plays or dramas, dialogues or talk shows, monologues and features or documentaries. The range of topics is very broad, ranging from history, science, politics, economics, philosophy, and much more. Even according to www.time.com, some podcast programs can equal the popularity of television drama series. Content Characteristics Audio podcasts have a part of the characteristics of broadcast radio, such as the auditive nature that can build one's imagination. However, audio Podcast content published in online media is part of an interactive medium. According to Geoghegan and Klass, Podcast's potential lies in its superiority; can be accessed automatically, easily and control is in the hands of consumers, can be carried around, and always available (2007). 2.3 MO Motivations understanding , According to Elliot et al, (2000) motivation is defined as an internal condition that awakens us to action, drives us to achieve certain goals, and keeps us interested in certain activities. With motivation, people
will be faster and more serious in doing activities. A pure motivation is really based on the importance of behavior and is based as a need (Lestari, 2015).

**METHODOLOGY**

Types of research This research is a descriptive research with a qualitative approach. Bogdan and Taylor in Moloeng (2007: 4) define qualitative research as a research procedure that produces descriptive data in the form of written or oral words from people and actors observed from phenomena that occur. There are several factors to consider in using qualitative descriptive, namely the first is a qualitative descriptive method when in this study multiple realities, the second is a descriptive qualitative method that directly presents the relationship between the researcher and the object studied, the third is a descriptive qualitative method that is more sensitive and can adapt to many influences on the value patterns encountered, (Moloeng, 2003: 33). This study uses a reception analysis study and Stuart Hall's encoding-decoding method as a tool for analyzing qualitative data.

Research Informants To conduct a qualitative study, sources of information from people involved in a particular phenomenon are needed. Information research is people who are involved in a certain phenomenon. Research informants are people whose function is to provide informants about the situation and condition of the research background (Moelong, 2006: 97).

- Adult teens (20-25 years)
- Live and reside in Surabaya
- Listen to the audio of my Merry Riana Podcast
- Active in the use of the internet and social media
- Adult adolescents were chosen as informants, because adolescents have the potential to be seen both in cognitive, emotional and physical

Data Collection Methods FGD (Focus Group Discussion) is a data collection technique generally carried out in qualitative research with the aim of finding the meaning of a theme according to the understanding of a group (Bungin, 2005: 131). This technique is used to express the meaning of a group based on the results of discussions focused on a particular problem. FGD is also intended to avoid the wrong meaning of a researcher on the focus of the problem being investigated. Stage of Research Methods Reception analysis is a special part of the audience study which attempts to examine in depth the actual process by which media discourse is assimilated through the practice of public discourse and culture. There are four important stages in the method of research (Jansen, 1999: 139 in Pujileksono, 2015: 173)

1. Collecting data Gather data from audiences. Data collected through in-depth interviews both individually or in groups. Interviews took place to explore how the contents of a particular media message stimulated the discourse that developed from the audience
2. Analysis Analyze findings from interviews or record the results of the FGD. After conducting the FGD (Focused Group Discussion) as above
steps carried out, the next stage the researcher will examine the interview stages in the form of interview transcripts in it.

3. Categorize into sub topics The researcher collects and sorts the interview transcripts of each informant, then integrates with other informant data that has a similar topic. In other words, the data is categorized one by one.

4. Interpretation of Reception Data At this stage the researcher interpreted the Surabaya teenagers' experience after listening to the Merry Riana account episode 11.74, and 84 audio podcasts. After all the data were obtained, the researcher would analyze the data with a qualitative analysis, namely analyzing adolescent acceptance of motivation casts episodes 11.74, and 84, in the form of descriptive descriptions or explanations. Further research can draw conclusions from FGD (Focused Group Discussion) that informants accept or not from podcast audio messages about motivation and education available on Merry Riana accounts episodes 11.74, and 84, as listeners who are Dominant-Hegemonic, Negotiated, or Oppositional.

RESULT AND DISCUSSION

Dominant Position Podcast Episode 11 "Generasi micin jaman Now"

Today's Younger Generation Is the Hope of the Nation Informants 4 and 7 like this episode because Merry Riana gives inspirational messages that inspire young people such as "young people have to work a lot, not a lot of style" meaning the contents of the message is not to spend your youth wasting time, delaying the fun and starting do something, make youth with learning and experience. both informants preferred the motivation given by someone who had a good track record like Merry Riana, in addition to believing the audience, also helped motivate life and open ways of thinking in viewing problems and life positively, plus the audio duration was short enough to make the informant don't get bored listening, and can be listened to when the informant is in need of motivation right away. After listening to the motivational and educational podcasts delivered by Merry Riana informant 4 and informant 4 gradually and gradually implementing an inspirational message conveyed by Merry.

Negotiated Position Podcast Episode 11 "Generasi micin jaman Now"

In appropriate Title Selection Podcast This episode Merry Riana uses the word "Generasi Micin Jaman Now" as the title. The meaning of the word Generation Micin Now that has a negative connotation in the community. So informant 2 believes that the podcast title "Generasi Micin Jaman Now" is changed to "millennial generation", because the title and contents of the podcast are not appropriate. In the podcast Merry Riana gave a very inspirational motivational and educational message that "today's young generation is the generation of the nation's hope, the generation of Asian tigers. Informant 2 gives this advice because besides being a student and freelancer photographer,
Informant 2 is also a podcaster, who in his experience in creating good podcast production content is not easy, it takes an interesting theme, a coherent plot and an interesting way of delivery so the audience feels comfortable listening to used up. So informant 2 interpreted the message delivered by Merry Riana on the episode to have a good message content with consideration of choosing the title that is more attention again.

Oppositional Position Episode 11 "Generasi micin jaman now"

Submission of Burning Messages, this did not get the approval of Informant 5 who did not like the episode because of the way Merry Riana delivered a motivational message to the podcast entitled "Generasi Micin Jaman Now" too fast coupled with a background that is loud enough so informants 5 find it difficult to get the flow of thinking from this episode's audio podcast messages. Informant 5 did not feel motivated but rather was given a lecture. Things like this can affect how audiences interpret audio messages delivered by Merry Riana, even though the uploaded content is positive content that motivates but technical interruption can change everything that hinders the clarity or accuracy of sound. In addition to listening to the Merry Riana podcast, informant 5 also listened to a "being human" podcast account that delivered its message using subtle tones such as rowing, so informant 5 could comment on and compare which audio content could be well received.

False Targeted Targets Believes that in this episode podcast, has the wrong target.

Based on the personal experience of informant 3, there are a lot of good friends in the campus environment or their organizations who like to listen to podcasts about wistful and twilight. So that the message does not affect the younger generation. With a title that has a negative connotation to the younger generation, it makes the younger generation not to listen to the contents of the message, even though there are inspirational words in it.

The Message Delivered by Has No Impact

According to the informant 1 he is more happy if he gets motivation from the people closest to him, such as parents or friends. This is related to closeness and also emotional for informant 1, for those closest people are more aware of the nature and behavior of informant 1 in their daily lives. The meaning given by informant 6 is influenced by the principles and experiences that have been passed and considers that life that is always dynamic cannot be only motivated by Merry Riana's motivation, plus a man has a realistic way of thinking and uses logic. In this case the researcher found that informants 1 and 6 had listened to the motivational messages in the Merry Riana episode podcast but there was no change in behavior towards the two informants.
Dominant position  Episode 74 "Pintar AjaTidak Cukup!"

It is far more important than intelligence. According to informants 7 this episode podcast provides motivation for people who feel less smart so as not to be discouraged, because with the willingness to try will give maximum results, for example if you want to be smart then you have to learn, if you want to succeed then you have to try. The same thing was agreed by informant 2, according to him if someone is not smart, at least do not have the lazy nature, to become someone who has an intelligent mind is not obtained free of charge there must be a willingness to seek knowledge in order to get ideas and become someone who is smart. According to informant 4 the cheaters released by Merry Riana in this episode that "the will is far more important than intelligence" has been applied in the principle of his life even before listening to this episode, informant 4 always has the will to try things that are difficult for him, and if successful for informant 4 is a bonus, but if it fails at least informant 4 has gained knowledge from the failure.

Negotiated Position  Episode 74 "pintar aja tidak cukup”

Choice of words I can become I will Merry Riana continually discussed that the will is more important than intelligence until the statement. Its not about IQ, but its about I can” said I can has a meaning, which means that someone can and the person understands. The meaning done by Informant 3 is because Informant 3 which is currently incorporated in an English language institution also confirms that the word I can should be replaced with the word I will or I want, which means I want not I can (I can). According to Fisbein (1975) knowledge is one of the determining factors for the formation of perception in addition to needs, experience, mood, memory, motivation and attention. So that if knowledge is one of the determinants of the formation of good perception, it can lead to the formation of good perception as well.

Discriminating Smart People.

According to informants, the intelligence possessed by someone deserves to be appreciated because even for someone to be smart one must have the will to learn. For informants 5 the contents of the contents of this episode podcast have a good message, where this episode tells people who feel not smart not to feel inferior or ashamed, because we can see in terms of the other side of ourselves and while we have the ability to weigh to remain give appreciation to people who have intelligence, because even to be smart one must also have the will within oneself to learn. According to Effendi, 1973 appreciation was to intimate literary copywriting so as to grow understanding, appreciation, sensitivity of critical thoughts, and sensitivity to good feelings towards literary creativity.

Oppositional Position  Podcast Merry Riana Episode 74 "Pintar Ajaa Tidak Cukup"
Message Delivered by Merry Riana Doesn't Have Related to closeness and also emotional again became the main reason for informant 1 not to enter Merry Riana's motivational message into informant's mind 1. For him, he preferred listening to the motivations of those closest to him who knew the nature and behavior of informant 1 in his daily life. 6 still does not make the motivational message into his life, because for him informants 6 prefer to listen to inspirational messages that have been experienced by someone who really does his business from below, even if the person is not a rich person or successful it can be used as motivation by the informant 6 rather than the motivation provided by well-known motivators, because for him famous motivators basically have a basis of sufficient economic capacity, this is evident where Merry Riana continued her studies in Singapore. So the researchers found that informant 6 made the small things become motivation while seeing them positively.

Dominant position Podcast Merry Riana Episode 84 "So What gitu lo?"

Don't Listen to the Talks of Other People About Us Informant 2 agreed with Merry Riana's words in the episode of the podcast, which explained things that need not be thought about, such as other people's comments on our lives. Because according to informant 2 if we listen to what other people talk about ourselves there will make ourselves insecure and that will make someone feel insecure because they value themselves too low, a situation like this can make teenagers in general feel excessive depression thus triggering a mental disorder. informant 5 interprets the contents of the podcast message delivered by Merry Riana on this episode based on personal experience being experienced at this time. Informant 5 is a final semester student, so not infrequently, informant 5 often compares himself with friends on campus who have finished their thesis first. With motivational and educational messages delivered by Merry Riana in this episode, messages can be conveyed and received by informants 5. Meanwhile, according to informants 6 motivational messages that exist in this episode are very entered into his mind, where according to him the motivational message to not listen to what other people say to ourselves can tell us to be very stupid and ignorant of what others say to him ( informant 6), plus in the motivational message there is a quote from Gusdur. For him it became a very appropriate combination. So informant 6 receives a motivational message in this episode podcast and is made as a reminder to informant 6.

Informant 7 interpreted the message based on informant all are understanding that obsession has a negative connotation, according to him obsession is demanding someone to do something the same as what other people do. informant 3 interprets this in accordance with the principle of his life that "do not obsess over the success of others" because for him the meaning of obsession has a bad meaning, a sense of desire is accompanied by high desire. The thing that is feared by informants 3 when we are obsessed with the success of others but that cannot be achieved will make the burden of problems for himself. Informant 3 also added his opinion that everyone already has their portion despite their efforts and hard work Informant 4 also believes the same as informant 3 that he agreed
not to be obsessed with the success that has been achieved by others, just to be used as spirit or role models. According to him not to make a mysterious thought, because the success of each person is different, but maybe someone's effort can be taken as an example. Informants 3 and 4 are siblings who indeed get the training from their parents to be themselves but still within the rules given by both parents.

**Negotiated Position Podcast Merry Riana Episode 84 "So What gitu lo?"**

May Be Obsessed But Must Know Your Self Capacity Unlike the previous informant, informant 1 interpreted the message conveyed by Merry Riana with the intention, being obsessive can make individuals to try harder to get something they want, according to informant 1 we also have to see how the efforts made by these people to be successful, obsession may be because it is to be used as a spirit whip. Then you must know your own capacity. Can you copy the struggle of the person?

**CONCLUSION**

Researchers analyze the reception focuses on the audience who can interpret the text itself and not always the same as the meaning of the contents of the text. Motivational audio messages delivered by Merry Riana on podcast accounts (episodes 11, 74, and 84) can be interpreted by the public. An analysis of the reception of the encoding-decoding theory initiated by Stuart Hall sees the message maker creating meaning in a way that is expected to be accepted by the public. The audience itself can also receive these messages with the influence of the field of experience and the field of reference respectively. The message interpreted by the public is also not necessarily in line with the meaning of the message maker. The message maker no longer has the power to fully influence the audience, because the text has many meanings. The seven informants interpreted the message of motivation and education in the Merry Riana podcast episode 11, 74, and 84 were not always the same. There are several considerations in each meaning and sometimes different from the meaning of the message maker.

1. **Dominant hegemonic** Approving the motivational message conveyed by Merry Riana through the podcast because of the need to motivate Audience in carrying out daily activities and also as knowledge. Plus Merry Riana is a tough woman who can be used as an example or model, with a short audio podcast duration so that it is fast in understanding messages, it makes the reasons why liking and consuming the contents of her motivation

2. **Negotiated code** In this position they basically like the content of motivational messages given by the audience's thoughts and opinions. Among them such as how to convey a message, choosing words, choosing titles, and also the contents of the message that Merry Riana made.

3. **Oppositional code** This position was held by informants 1 and 6 where after listening to the Merry Riana podcast informants 1 and 6 there was no influence in themselves. Because they prefer the message of activation
delivered by those closest to them. This is influenced by closeness and emotional. In essence, the message conveyed by the media to the public can not always be received with the same meaning.

The media may make meaning in the contents of the message, but the audience also has its own interpretation of the message. The thing that underlies the interpretation of informants in adolescent acceptance of motivational messages in the Merry Riana podcast chosen by researchers, episodes 11, 74, and 84, is influenced by their background, principles, education, family, and wide range of relationships. the researchers hopes that there will be further research, developing research to analyze the construction of motivational messages in the Merry Riana podcast account in his podcast account, as well as other podcast accounts. So that account followers will get enrichment of the meaning of motivation in the account of Merry Riana in his podcast account, as well as other podcast accounts.

BIODATA

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