

ABSTRACT

Samsung Galaxy: Join the flip side is an advertisement uploaded by the Official Samsung Global Channel on YouTube. This advertisement shows the reality of life that happened to a woman named Elena, who tries hard every day to forget about Samsung Galaxy Z Flip since it was first shown to her by her friend. This research is qualitative research with a constructivist paradigm, using reception analysis techniques by Stuart Hall. The aim of this research is to find out how young adult audiences receive the message of technological determinism in the "Samsung Galaxy: Join the flip side" advertisement. After conducting interviews with the four informants, most of the informants were able to understand the technological determinism in the advertising, that shown the changes in how Elena thinks since she was introduced to the Samsung Z Flip, a smartphone that can be folded, and how it really affects her daily life. The results of the audience reception analysis show that the audience's position is divided into three, dominant-hegemonic position, negotiated-code position and oppositional-code position.

Keywords: *technological determinism, reception analysis, mass media, advertising, Samsung Galaxy Z Flip, young adult*