

ABSTRACT

In Indonesia, there are so many innovative and creative hair care product advertisements that are broadcast in a relatively short time, giving rise to the potential for more choices or alternatives for consumers to choose which shampoo product to use. This is an event that has various impacts, one of which is the feeling of joy and confusion experienced by consumers because there are so many variations of products aimed at meeting their needs. This research aims to examine the public's opinion regarding Keanu Angelo's version of the Pantene Miracle Hair Supplement advertisement. The method used in this research is a qualitative research approach. The respondents involved in this research were 8 respondents aged between 25-35 years. The data in this research were collected using observation and in-depth interviews and then analyzed using Stuart-Hall reception analysis. The results of data analysis show that there are 7 respondents who are in the dominant-hegemonic category, meaning that the seven respondents are able to interpret and receive the message content consistently regarding what is conveyed by Keanu Angelo's version of the Pantene Miracle Hair Supplement advertisement, and 1 respondent is in the negotiated reading category, meaning that one respondent able to synthesize the meaning accurately and agree with the message conveyed by Keanu Angelo's version of the Pantene Miracle Hair Supplement advertisement, but on the other hand do not completely agree.

Keywords : Advertising, reception, Stuart-Hall analysis