

ABSTRACT

The background of the research stems from the widespread cases of online gambling promotion by influencers and the viral content by Ferry Irwandi that discusses the promotion of online gambling by influencers. This study aims to analyze the audience reception of the YouTube video titled "Tangan Kotor Influencer dalam judi online" by Ferry Irwandi, which addresses influencers promoting online gambling. The study uses reception analysis methods to understand how the audience receives and interprets the messages conveyed in the video. Data was collected through in-depth interviews with several respondents who had watched the video. The results indicate that the audience's reception of the video tends to be in a dominant-hegemonic position. The informant criticized the actions of influencers promoting online gambling as unethical and harmful to society. The study concludes that Ferry Irwandi's video received responses supporting Ferry statements among the audience regarding the practice of online gambling promotion by influencers. This research is expected to provide insights for content creators, researchers, and media regulators on the audience reception of online gambling promotion by influencers.

Keywords: audience reception, social media, influencer, online gambling Promotion.