

# CHAPTER I

## INTRODUCTION

### 1.1 Research Background

This study discusses how the understanding and acceptance of the video audience ferry irwandi in a video entitled "Tangan Kotor Influencer dalam Perjudian Online" which aired on September 19, 2023 with a duration of 13.38 minutes. This research uses a qualitative research method with Stuart Hall's reception analysis approach consisting of Dominant-hegemonic position, Negotiated position and Oppositional position which is used as a reference in identifying the meaning of the audience in perceiving Ferry Irwandi's content regarding influencers who promote online gambling.

The development of digital technology and the popularity of social media have brought about major changes in the way we interact, communicate and participate in today's digital age. One phenomenon that has become increasingly prominent is the role of influencers in influencing the behavior and views of their followers. However, behind the charm and success they display, questions arise about their ethics and responsibility in choosing the products or services they promote. One issue that has drawn attention is the promotion of online gambling by influencers. Online gambling itself is a form of gaming in which individuals make bets using money or valuables, in the hope of winning prizes according to the outcome of the game (Gainsbury, 2015). The affordability and easy availability of various types of games that are generally short, with low stakes, and immediate results make it very attractive to a wide range of people, often considered as an opportunity for quick financial gain. Behind the convenience and fun, there are serious impacts associated with online gambling addiction. But the promotion of online gambling by influencers raises serious questions regarding its impact on society, especially younger people, as well as its implications in legal, ethical and social welfare contexts.

In Indonesia, playing and promoting online gambling is illegal and regulated by law, specifically in Article 27 paragraph (2) of Law 1/2024 which explicitly mentions gambling practices. The article states that conducting gambling includes actions such as offering or providing opportunities to play gambling, making gambling a livelihood, allowing the general public to gamble, or participating in companies involved in gambling activities. The consequences of violating this provision are very serious, where the perpetrator may be subject to imprisonment for a period of up to 10 years and/or a fine of up to IDR 10 billion, in

accordance with the provisions contained in Article 45 paragraph (3) of Law 1/2024. Through this regulation, the government strives to suppress illegal gambling practices in order to protect the public from the negative impacts it causes, both in terms of social, economic and mental health.

Figure 1.1. Graph of Online Gambling Money Turnover in Indonesia

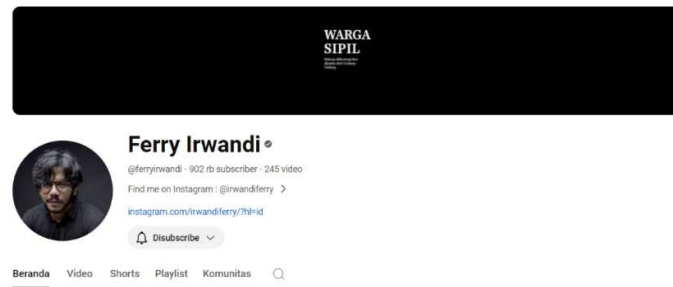


Although it is clearly prohibited by the state, the practice of online promotion and gambling is still a fairly popular activity among the public. This can be seen from the data reported by dataindonesia.id, where the Financial Transaction Reports and Analysis Center (PPATK) revealed that the value of transactions related to online gambling in Indonesia reached a fantastic figure of IDR 327 trillion in 2023, consisting of 168 million transactions related to this illegal activity. This figure shows a very significant increase of 213.2% compared to the previous year, which is the highest record in the last seven years. In the time span from 2017 to 2023, the total online gambling transactions in Indonesia reached an astounding amount of IDR517.3 trillion, with the number of transactions reaching 324.8 million. In addition, the data also revealed that around 3.3 million Indonesians engaged in online gambling activities in the same years, with total deposits reaching IDR 34.5 trillion. These figures indicate that despite the ban and the threat of punishment, the practice of online gambling is still rampant in Indonesia.

Influencers who have a large following are often utilized by online bookies in promoting their websites. The use of promotional services of an influencer, both artists and non-artists, is a form of cooperation carried out by the Company to carry out sales strategies between the two parties that are mutually beneficial. (Nasih. M, Susanto. O. M, et al. 2020). By using social media platforms that have a wide reach, influencers are able to create a tantalizing and attractive image related to online gambling. Through published content, influencers create compelling and seductive narratives, tapping into the imaginations and aspirations of their followers. Especially among the younger generation who are susceptible to

the influence of social media, this kind of promotion can be a strong attraction to try online gambling. Influencers have great influence over their audience, but are often unaware of the associated risks such as addiction, financial loss and other negative impacts. Many people are influenced by influencers' promotions and are attracted to engage in online gambling practices. Without strict action against them, online gambling will continue to flourish. (Septu Haudli Bakhtiar, Azizah Nur Adilah. 2024).

Figure 1.2. Channel Youtube Ferry Irwandi

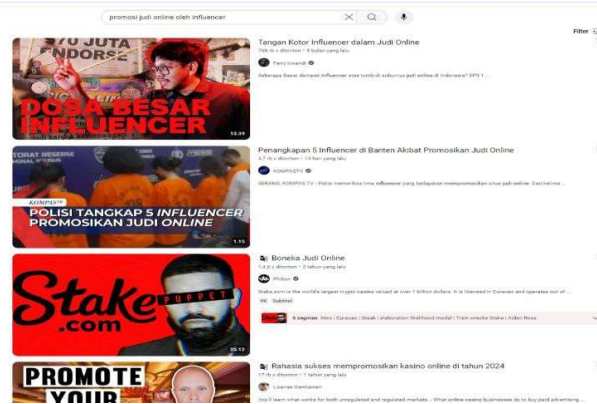


Source : Youtube.com

Seeing the huge data of gambling players, a content creator named Ferry Irwandi created a content entitled "Tangan Kotor Influencer dalam Perjudian Online", which discusses the impact of online gambling promotions carried out by influencers. Ferry Irwandi is a content creator on the YouTube platform who focuses on philosophy, sociology, and economics content. Ferry himself has worked at the Ministry of Finance and has a lot of knowledge about finance-related regulations. Therefore, Ferry Irwandi is concerned about illicit businesses such as online gambling. He highlighted the behavior of a number of influencers who promote online gambling.

In the 13.39-minute video, Ferry highlights the fact that the number of online gambling players in Indonesia has reached 212,000, with the pandemic and the influence of influencers being the main contributing factors. Ferry explains how bookmakers are exploiting promotional loopholes by utilizing influencers, to hacking government websites. Promotional methods used include "Talking heads" (speaking openly), "Camouflage" (changing the diction of online gambling to online gaming), "Streaming gambling" (showing big wins live), and promotion through streaming donations by including promotional messages read by streamers. Ferry's research shows that influencers play a big role in increasing the popularity of online gambling in Indonesia. In the video, Ferry also explains that these influencers are at fault for promoting online gambling, as the impact of online gambling is so severe that it can even lead to people harming one another.

Figure 1.3 Youtube Search Results about Online gambling promotion



Source : Youtube.com

The reason researchers chose the video is because it is still rare for content creators to discuss the practice of online gambling promotion by influencers, as can be seen in the picture above if we search for online gambling promotion by influencers on the youtube platform, the video made by ferry is the top suggestion about it. In addition, in the search results there is news about the arrest of influencers who promote online gambling and the content entitled "Tangan Kotor Influencer dalam Perjudian Online" discusses the practice of online gambling and the promotion of online gambling by influencers, but the content of this content focuses more on online gambling cases that occur in Curacao and focuses more on outside celebrities and not phenomena that occur in Indonesia. Another reason why we chose this video is because it triggered mixed responses from viewers and influencers who were targeted in Ferry's content. The majority of these influencers defended themselves on the grounds that they had no control over the donations received and were only rewarding the donors by reading out the messages sent. However, there were others who made statements that seemed to mock Ferry which sparked further support from their fans. As such, the video produced by Ferry created a wave of mixed reactions from the public, creating a clash of views between those in favor and those against.

In previous research conducted by Bagas Rinanda, Kun Budianto, Fera Indasari (2024) entitled " Analisis Resepsi Komunitas Sepak Bola Pedamaran terhadap Iklan Judi Bola Online di Website Streaming Bola 'LIVESPORT' this study used a qualitative approach and descriptive research type, the results of this study found that informants recognize and remember the Livesport site as part of their daily routine. Based on their acceptance of online gambling advertisements on the Livesport website, this is strongly influenced by the background of each informant. Observations made by informants show that advertisements displayed by the Livesport website often do not match what they should expect. Informants

feel that advertisements that conflict with their values or views appear more often than advertisements that are relevant or appropriate.

Furthermore, in a study conducted by Muhammad Fathur Rachman Jimmy, Iman Sumarlan (2024) entitled "Audience Reception: Prevention of Online Gambling Site Advertisements Within the Scope of Instagram" this research uses descriptive qualitative using Stuart Hall's reception analysis. The result of this study is that the informants are in the Negotiated Position because they strongly oppose gambling advertisements on Instagram, such advertisements increase gambling practices among individuals. They support measures to limit the spread of these ads to reduce their negative impact on vulnerable communities, as well as encourage social media platforms to take a proactive approach in regulating gambling ads.

Then in the research conducted by Sriyuni. Dkk (2023) entitled "*Perilaku Perjudian Online: Tantangan dan Peluang dalam Meningkatkan Kesadaran dan Perlindungan Konsumen*" with a qualitative approach getting the results that the driving force to play online gambling is due to encouragement from the friendship environment, curiosity to get large income and interest in winning offers from slot gambling marketing. However, this activity has significant negative impacts, such as economic losses and negative emotional enhancement. To overcome these challenges and increase consumer awareness, it is important for individuals to resolve to avoid online gambling and choose more beneficial activities for the future.

From the three previous studies, this research is the same as the others, namely discussing audience reception as the focus of analysis. In addition, the three previous studies also discussed about online gambling promotion practice. However, of the three studies, the object of research used has not examined the Ferry Irwandi Channel. The topic discussed is interesting to research because it is currently popular in the public, which is related to online gambling that leads to influencers. In addition, the author feels it is important to conduct research from the communication aspect, the communication message conveyed by the Ferry Irwandi channel. Through a better understanding of how audiences interpret, respond to, and internalize such content, it is hoped that factors that influence their perceptions and behaviors towards online gambling promotional activities conducted by influencers can be identified..

## **1.2 Research Purpose**

Based on the above problems, this research focuses on analyzing how audiences understand and accept Ferry Irwandi's video content, especially their views on influencers who promote online gambling using Stuart Hall's theory.

### **1.3 Research Problem Identification**

Based on the research background and research objectives above, the researcher determines the problem identification as follows:

1. How does the audience perceive the message delivered in Ferry Irwandi's video?
2. How does the audience understand and accept ferry irwandi's video in perceiving influencers who promote online gambling?

### **1.4 Research Benefits**

Researchers hope that this research can provide benefits and uses both theoretically and practically. The benefits of this research are as follows;

#### **1.4.1 Theoretical Benefits**

Theoretically, the results of this research are expected to be a reference and contribute to the development of reception analysis studies, especially in the field of communication science studies related to audience interpretations of influencers who promote online gambling.

#### **1.4.2 Practical Benefits**

Practically The hope of this research is that it can provide benefits to the community and become a useful reading reference in expanding understanding of the meaning of audiences towards influencers who promote online gambling, especially in the context of YouTube content entitled "Tangan Kotor Influencer dalam Judi Online" which discusses how online gambling is promoted and the impact of online gambling promotions carried out by influencers

### 1.5 Research Time

**Table 1.1 Time and Research Period**

No	Decription	2024				
		Apr	May	Jun	Jul	Aug
1	Determine the title					
2	Drafting Chapter 1					
3	Drafting Chapter 2					
4	Drafting Chapter 3					
5	Desk Evaluation Registration					
6	Revision of Desk Evaluation					
7	Data Gathering and Research					
8	Writing Chapter 4					
9	Writing Chapter 5					
10	Thesis Defense					

Source : Researchers Obtained Data, 2024