

ABSTRACT

The use of artificial intelligence can be utilized by businesses to understand consumer choices and to forecast future consumer behavior. With the help of artificial intelligence, the adjustment of a company's marketing strategy can be better facilitated. The application of artificial intelligence in advertisements, particularly in the form of animation, is considered a marketing innovation that has not yet been widely adopted by companies. An example of the application of artificial intelligence animation in advertising has been displayed on Indomie's YouTube channel. The advertisement has received significant attention from social media audiences. The YouTube channel @GHOSTYsCOMIC, which provided a review of Indomie's advertisement, has contributed to widespread discussions related to the advertisement on social media. A qualitative method was used in this study, applying Stuart Hall's Reception Theory to analyze the message reception process. Based on the research findings from the comments on the @GHOSTYsCOMIC YouTube channel, differences in how the artificial intelligence animation was received and interpreted were identified through reception analysis. The results of the study indicate that the comments on the @GHOSTYsCOMIC YouTube channel reflect an oppositional position, where the use of AI in the Indomie advertisement was rejected by the audience of the channel. Views that are aligned with the communicator's intent are more likely to be accepted, understood, and interpreted by the audience regarding the use of artificial intelligence animation in Indomie's YouTube advertisement.

Keywords: *Reception Analysis, Artificial Intelligence Animation, Youtube.*