Reception Analysis Meaning of Religious Tolerance at Amazon Advertisement about Friendship of Imam and Priest

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Abstract—This study entitled “Reception Analysis Meaning of Religious Tolerance at Amazon Advertisement about Friendship of Imam and Priest” is aimed to find out how the informants interpreted the Amazon ads ”Friendship of Imam and Priest”. This research applies qualitative research methods with the Reception Analysis theory which assumes that the audience understands the process of making meaning by watching the ads itself. Besides it is used to view and understand attitudes, acceptance, and meaning formed through the content of the show itself. With a depth interview technique, the interview was conducted to a number of informants who had been determined to find out how the informants perceived an advertisement using Stuart Hall’s encoding-decoding model that classified them into three positions - hegemony, negotiation and opposition. The results of this study show that the informants have their respective views influenced by their background. Based on Stuart Hall’s encoding-decoding position, there are 3 informants in dominant-hegemonic positions, 2 informants in the negotiating position, and 1 informant in opposition position.

Keywords—Reception, Advertisement, Religious tolerance.

I. INTRODUCTION

The ad is a message conveyed through the media to refer to the community. The purpose of the ads is to persuade or attract people to take action to purchase profitable ad maker. The existence of the internet makes it easy for the makers of advertising to deliver advertising. For example YouTube which currently is widely used as a medium of advertising. Along with the growing age of the theme of the ad on YouTube is very diverse ranging from the funny, sad, satirical, joyous, life story, and also a theme taken from a thing that is going on or it could be called that is becoming the latest topics. This can be developed due to rapid information received by the public, especially a lot of the problems that occur around the US and then developed into a story in the ad. Like the Amazon ads devoted to anti-muslim are rife because of the statement of the President of the United States stated that Muslims are prohibited from being in America at a time when his campaign period[1]. Unfortunately these ads already removed from Amazon’s YouTube account.

The ad tells the story of a friendship woven by pastors and priests. As seen in the image above, Amazon advertising scene that depicts the friendship between and priest conduct discussions accompanied by the cup of tea. According to the authors, ads that made this very Amazon provide lessons that all mankind can united.

Seen from the release of these ads in November 2016 and missing after January 2017 that coincide on the moon where Donald Trump was appointed President of the United States. This is a question because other Amazon ads remain on his YouTube account. But we can still find it on other YouTube account already had downloading and re-uploading that ad into his/her account. Many people from different social groups who commented on those ads and many assumed that the ad is very touching and have meaning. Like for example on YouTube account the ICNA re-uploading ads from Amazon that have deep meaning according to the author, moreover a State is going also showcased its meltdown religious tolerance.

The strategy conducted by Amazon to bring closer the masses on an ad done by providing stories that touch on every ad that aims to give the story to the consumer experience that watching it so the story on These ads will always stick in the minds of consumers who watch it. In addition because the story of the ad which is still discussed up to now is offensive because there is also...
about religious tolerance which is currently happening in real life\[2\].

The main reason the author analyzes these ads is because currently writers assume that current religious tolerance began to fade due to the large number of parties who caused the split the difference. Starting from United States presidential campaign now while still running, and then issue the prospective Governor of Jakarta which is considered harassing one of religion and the rise of the sheep kicks against different community confidence. And Amazon make ads that give a meaning in religious tolerance.

Based on the background that is already the author of outlines, the author is interested in researching advertising 'Amazon: Friendship of the priest and the Priest' by analysis of the reception. Reception analysis is used to view and understand the acceptance, attitude, as well as the meanings are produced or formed by the audience for example against the film, cinema or advertising.

A. Formulation of the Problem

Based on the background above, this study focuses on how the audience ad impressions 'Amazon: Friendship of the priest and the Priest' in the meresepsi the meaning of religious tolerance that was been in the ad that will be grouped through a process of encoding-decoding Stuart Hall.

B. The Purpose of the Research

Based on the problem objective above, the purpose of the research is to find out more information about the reception the informant about the meaning of religious tolerance through the process of encoding-decoding Stuart Hall on advertising ‘Amazon: Friendship of the priest and the Priest’

C. The Usefulness of the Research

The result of this research is to gives an overview and be a reference for further research especially in the field of advertising, research also is expected to benefit the reader to obtain information and increase knowledge about religious tolerance.

II. METHOD

This study uses qualitative method. The author's in-depth interview method of wear to find out the meaning of religious tolerance that was accepted by the audience through advertising which will be meticulous writer. The authors select audiences were leaders of a religious Muslim, Protestant, and Catholic Christians as much as 4 people as well as the observers of ads as much as two people. The reason the author chose religious figures because the views of people who understand religion will describe their point of view against religious tolerance are already taught in religion and a religion that involved a thorough writer on ads shows the relationship between Islam and Christianity that also lets the audience have a very different opinion, and observers selected ads to provide a view of the whole advertisement.

III. RESULT AND DISCUSSIONS

A. Video in The New Mass Media

Video is a series of motion pictures that accompanied the votes that make up the single entity that is assembled into a Groove, with messages in it for purposes that are in want\[3\]. Formerly a video only can we see through the media CD or television pieces, but as the development of technology and the presence of an era of new media at this time a video is not only can we see through the CDs and television but also through the medium of youtube as one of the pages in the online media. Functions of the media as long as it is derived from traditional media, has also been increased to be had on the internet. For example, television media provides a program that aims to make the audience entertained. The presence of YouTube provide an alternative choice for audio-visual impressions that compete with the television program\[4\].

B. The Attitude of The Audience

Eagly and Chaiken, according to attitude is the tendency to react in a way like it or don't like it against an object. Attitude is the emotion that is directed by a person to another person, involves the tendency of response that is preferential\[5\]. Audience response to a campaign message is affected by the process of reception and processing of messages or information made by audiences, therefore the message must have certain capabilities to be able to encourage the audience to respond to the positive message of the given\[6\].

C. Reception Analysis (Audience Acceptance)

Basic assumptions of the reception is the concept of active audience analysis\[7\]. According to Ida, Reception analysis to understand the process of making meaning (meaning making process) conducted by the audience when consuming an impressions, reception analysis is used to view and understand the response, acceptance, attitude, and meaning that are produced or formed by a wider audience.

D. Encoding-Decoding Stuart Hall

In the model of the Encoding-Decoding increasingly expresses the existence of television news as a popular culture text that does not escape the 'concept' of the definition by the ranks of producers who are also paying attention to the 'concept' of the meaning by the audiences. That long before the text is sent to a wider audience, in fact the media has also been 'preparing' a discourse that has meaning\[8\]. In other words, the media have been preparing the discourse for encoded (text encoding), and when the decoding discourse (audience decoding) by the audience is very likely to occur differences and adjusted to perception and the interpretation, so that the meaning in the text encoding will not the same as the meaning of audience decoding\[8\].

Hall stated that there is no definite meaning. Therefore, in theory, according to the Hall of audiences do the decoding the media with a message through three possible positions, i.e. the dominant position of hegemony, negotiation and opposition\[5\].
1. **Dominant Position of Hegemony**
   Hall describes the dominant hegemony as a situation where 'The media produce the message; the masses consume it. The audience reading coincide with the preferred reading (media convey messages, audiences accept it. What the media is delivered incidentally also liked by audiences). This is a situation where the media convey the message by using the code of the dominant culture in the community.

2. **Negotiating Position**
   Position that audiences generally accept the dominant ideology but rejects its application in particular cases (as articulated by the Hall: The audience assimilates the leading ideology in general but opposes its application in specific case). In this case, audiences are willing to accept the dominant ideology of the impersonal, but they require a customized application exceptions to the rules are adhered to.

3. **The Position of the Opposition**
   The last way is done by audiences in doing the decoding of the message through the media is against the 'opposition' that occurs when audiences (audience) that is critical of replacing or changing a message or code presented the media with messages or alternative codes. Audiences reject messages intended or preferred media and replace it with a way of thinking that is owned by a wider audience to the topic presented by the media.

**The 1st Informant: KH. M. Ridwan**

Based on the results of interviews conducted to KH. M Ridwan, he describes the first impression after watching those ads that informants saw these ads was interesting and nice due to brotherly shows intact and not restricted by religion and race. He also explained that the content of those ads could be meant as a religious tolerance or fraternity. In addition, the themes raised by these ads according to informant is that of friendship, camaraderie and brotherhood that became a symbol of tolerance.

Related to message that delivered by advertising Amazon 'Friendship of Priests and Priest', KH. M Ridwan argued that the messages he received, namely that every man should have a sense of tolerance towards other religious people, regardless of their religion, because he thinks that in Islam no matter it is clear that in any religion that has a tolerance. He also added that the picture shown these ads showed concern and relations without limited makes the message of the ad clearly carried to land him. How the informant received a message it conveys is that he received the message with the views and teachings of islam which has already mastered, and he asserted that the message he received was as there are in Scripture that he read.

About the experience and the knowledge owned by the informant, KH. M Ridwan explains the meaning of religious tolerance according to his view that in every religion it must be taught tolerance, whose name he gave his experience has similarities with the advertising story that he has a best friend the Buddha always drop by and share a story, even to the son of a Buddha that is deposited to his friend before he died. Advice against religious tolerance was not forgotten he convey that society must deepen its sacred scriptures respectively and made Indonesia shunned from the taste of hate.

**The 2nd Informant: DR. H. Asep Rifki**

On first impression, the informant DR. H. Asep Rifki claimed that the message delivered was less obvious because according to him the content of the ad itself more to medical products and advertising to companies that make those ads. But he thinks the themes taken on these ads is friendship, moreover, he added that the ad shows a person's attention to his friend, although different religions.

Message obtained by informants from these ads describes medical tool that is good to be bought, he asserts that the ad in the scene when holding the knees and each of the characters in the ad buy in the same tools such medical knee made him increasingly convinced that these ads are not other barring just want medical tool. Dr. H. Asep Rifki said that he did not actually receive the message this ad clearly and more to see this ad as an ordinary product advertising that want to market their products.

When asked about the experience and knowledge of the informant, he explains the meaning of religious tolerance that in every religion there must be and have been taught since ancient times. He also claimed to have experience as friendship shown in the ads, because the informant had a few different friends and religion intertwine. He argues that society should take the example of Indonesia such as the civil society days of Prophet Muhammad s.a.w.

When the author interviewed Priest Augustine, first impression obtained by informant that the ad is interesting in terms of story and indeed sensible like that because he thinks that all people are equal in the eyes of the Lord. Associated with nisi ad, Abbe Augustine argued that the content of this ad shows two figures in advertising that became a symbol of the fraternity as well as concern that the existence of a strong because they are aware that they are equally God's creation. While on the theme, he argued that advertising is the theme of friendship that can also be called with the religious tolerance.

About the message received by the informant, he argues that the ads teach us not to picky in making friends because he thinks we are all the same, only different. And according to him, the depiction of the two characters in the ads that showed the true brotherhood that is what makes it received the message.

Experience and knowledge about any religious tolerance described by Priest Augustine that religious tolerance was meant with a strong sense of community as well as lifting the weak. Because God created human beings as social and social it means companion or comrade. In addition, any Priest Augustine recounts her experiences that have many muslim friend who always visit it each year to simply drop by and swap stories. Any suggestion is not to forget he convey that society must embrace each other without any distinguishing rope as well as strengthen relations of true hospitality.
The 4th Informant: Pastor Almon
When questioned about the first impression, Pastor Almon suggests that indeed in our lives must be appreciated either in the Association, friends and family regardless of differences such as in the advertisement that had been the informant watched. As for regarding advertising content, Pastor Almon argued that the content of the ads was a good and exemplary with should still distinguish between faith and between humans. In addition the theme of the ads is appointed according to the informants is the friendship and also tolerance.

Messages received by Pastor Almon at these ads is not discriminate friend because all humans are the same just different ones beliefs, and according to Pastor Almon in faith that there is no tolerance, but in testimony that there must be tolerance. So made clear again that it believes it matters with which he is trust. How this message is carried to the informants is through the informant learned and believe in his religion.

Do not forget also the pastor gave his views against Almon religious tolerance, thinks that religious tolerance between believers because religion is the Affairs of each human being. In addition, Pastor Almon also has the experience of having a few different friends and mutually appreciated until recently. Pastor Almon ever teach tolerance to their families early on with how to do good to all people regardless of differences. At last, Pastor Almon was not forgotten provide advice against tolerance in Indonesia, he argues that society must unite and not segregate and improve any views that are not derived from it.

The 5th Informant: Viena Meuthia
Talk about first impressions, Viena put ourselves as customer and advertising practitioners also mentions that these ads are interesting and the depiction of his ads are very touching. Moreover, according to ad content from the Viena more accentuate products that Amazon had and also shows that Amazon has fast service as well as sprightly. He also added the kalua bringing This ad was influenced by music chosen by Amazon as well as the two characters indicate the fraternity that makes the ad interesting. Whereas, the related Ad theme Viena argues that themes drawn from ads is the friendship that his approach is more sensitive due to bring religion, and according to him the approach of Amazon use the emotional approach that creating an Amazon look smart in choosing the theme.

In terms of the messages received this ad against Viena, he argued that these ads want shows how good the service is owned by Amazon and as good as any product that is owned by Amazon itself. He also added bring this ad also wanted to show that any old person follow the times since buying items through the Amazon application. How to receive any such advertising Viena due to the depiction of the overall advertising, these ads and stories also backsound thinks make audiences watching became curious. No forget, Viena else told that experience and knowledge regarding religious tolerance that he thinks that religious tolerance has the confidence and the way different but have the same goal that is peace. He also shared a story experience as in these ads perceived Viena every day because his office environment that has many religious diversity, and the environment is already applying religious tolerance. Viena told to the people of Indonesia in order to be viewed from the standpoint of the state motto 'Bhinneka Indonesia Tunggal Ika' which means different but still one.

The 6th Informant: Sylvie Nurfebniaring
The first impression after watching that ad, Sylvie said that these ads are interesting and have emotional approach and storytelling to the audience. When asked about the content of these ads, Sylvie argued that the contents of the ad is showing the emotional side as well as a good story telling and character that reflects both the relationships of friendship and tolerance, Sylvie pun added that Amazon as the ad makers would like to demonstrate that Amazon was his Ministry's quick and easy and also has a wide variety of goods sold. In addition, advertising themes related Sylvie argues that themes drawn from ads is the friendship and religious tolerance through the emotional approach.

Sylvie also argues that the message conveyed through the Amazon ads so as not to discriminate and are also mutually appreciative in addition also gives another message in the form of Amazon indicates that Amazon has a quick and easy service. In addition, the informant received a message is through emotional approach and strategy of the advertisement by way of storytelling. Sylvie also added his views against religious tolerance, he thinks religious tolerance was important to human beings as social and should help each other and cherish with a distinguished relationship with God and relationships with humans. Don't forget to also give his experience Sylvie has many friends of different faiths and indeed from the small feel of living in a different environment religion because both his parents are moving service to other cities. Sylvie also from small already taught indirectly to understand the meaning of tolerance through different environment since childhood. No forget, Sylvie advise that religious tolerance should be applied through the 3 environment, namely the leaders in Indonesia, a teacher and also a family environment in order to masyarajat understood about tolerance itself.

E. Stuart Hall’s Decoding Position
The theory of Stuart Hall (1972) about encoding/decoding encourages the occurrence of interpretation-interpretation of a variety of media during the process of production and reception (reception). Three different interpretations introduced by Hall, among others, is a dominant position-hegemony, negotiation, and the opposition. Overall the results of the fifth position by determining the interpretation of informants has been the author of the interview is as follows:
Table: Position of the informant in the Encoding-Decoding Stuart Hall

<table>
<thead>
<tr>
<th>Informant</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>KH. M. Ridwan</td>
<td>Dominant-Hegemony</td>
</tr>
<tr>
<td>DR. H. Asep R.</td>
<td>Opposition</td>
</tr>
<tr>
<td>Pastur Agustinus</td>
<td>Dominant-Hegemony</td>
</tr>
<tr>
<td>Pendeta Almon</td>
<td>Dominant-Hegemony</td>
</tr>
<tr>
<td>Viena</td>
<td>Negotiation</td>
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<tr>
<td>Sylvie</td>
<td>Negotiation</td>
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(Source: processed by Authors, 2017)

**F. Dominant-Hegemony Position**

Based on the results of the data encoding-decoding through Stuart Hall, Who is in a dominant position there are three Hegemony-the informant i.e. informant KH. M Ridwan, Father Augustine, and also Pastor Almon as the informant received the message and meaning of religious tolerance on these ads, the informant agreed from the beginning that the ads shown by the author shows the friendship and tolerance religion.

**G. Negotiation Position**

For the negotiating position, there are two main informants in the negotiating position i.e. Viena and Sylvie because the informant received the message and meaning of religious tolerance on these ads, but on the other hand are convinced of the existence of another message on the advertising i.e. promotions a quick Amazon products and services.

**H. Opposition Position**

Based on the results of the data above, the informant DR. H. Asep Rifki in the position of the opposition because of the message and meaning of received turned out to be far from the religious tolerance, the informant DR. H. Asep Rifki felt that ads from Amazon it shows only sales health products only.

**III Conclusion**

Based on the results of research that has been done to the sixth informants, generally advertising Amazon 'Friendship of Priests and Priest', according to the informant this ad overall nice and interesting because it describes the relationship of friendship intact with the emotional approach in terms of the story. About the overall content of these ads, the informants argue that this ad shows the relationship of these two strong characters so that the message of this advertisement is meant with the meaning of religious tolerance by the informant even though there are also other messages from This advertising promotional products namely, Amazon and Amazon's service is fast and good.

**References**