

ABTRACT

This research is “MAKNA IKLAN WEB SERIES “YAKIN NIKAH” MENURUT MAHASISWA (Studi Fenomenologi Makna Iklan Web Series JBL Indonesia “Yakin Nikah” Menurut Mahasiswa/i Fisip Unpas Angkatan 2017-2018)”.. The researcher chose the ad content as the object of research because the advertisement was wrapped with a story or storyline that could attract the attention of young people.

The purpose of this research is to find out the motives, meanings and actions of the students of Social and Political Sciences Unpas Class 2017-2018 contained in the web series advertisement "sure to marry". The method used in this research is a qualitative method with the phenomenological analysis of Alfred Schutz.

This research uses data collection techniques in the form of literature study, observation, in-depth interviews and documentation. The data analysis technique in qualitative research was carried out in several stages, namely data reduction, data presentation and drawing conclusions.

The results of this study indicate that the informants can take what motives, meanings and actions when drawn the outline is almost the same, namely because the informants are interested in the title and storyline that smells about marriage and then used as learning for them in the future when they are going to. marry later that marriage is not as easy and beautiful as imagined by young people.

The researcher gives advice to the 2017-2018 Fisip Unpas students to watch internet shows such as the "Yakin Nikah" Web Series as necessary when they have free time, and don't watch them until they forget the time and important tasks/work to be ignored. Watching internet shows is good for relaxing, but don't overdo it.

Keywords: Web Series, Phenomenology, Alfred Schutz

