

Analysis of YouTube Viewer's Reception of The Music Video "Lughat Al'Alam" By Humood Al-Khuder

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Abstract

This study aims to analyze a 2015 music video entitled "Lughat Al'Alam", which was uploaded by a record company called Awakening. The video, which has been watched more than 23 million times on the YouTube site, has generated various comments from the audience. Many commented on the music video as a message that could remind them of the importance of a mother in their lives. There are also those who commented that not only mothers, but also a father that we should not forget, because he also has an equally important role in raising and educating their children. Briefly, this video describes the care, love, affection, and affection of a mother for her children. In addition, as music functions as a means of self-entertainment, the Awakening company expects good feedback from the audience through this song. To prove this, a study was conducted that focused on the comments left by the audience after watching "Lughat Al'Alam"'s music video. This research uses descriptive-qualitative method based on reception theory and music function. The results of this study find the fact that the audience has a critical attitude towards things that are not in accordance with their reality. Therefore, the use of reception theory is considered very appropriate in classifying the position of the audience in using social media.

Keywords: Song, YouTube, Humood al-Khudher, music, reception.

Introduction

This study discusses the Youtube audience reception of one of the 2015 music videos produced by the Awakening record company entitled "Lughat Al'Alam" which was popularized by Humood Al-Khuder. The music video, which was published on January 1, 2017, received quite good feedback from the audience, namely 23,241,236 Viewers, 241,000 Likes, 9,300 Dislikes, and 14,0008 Comments (As of August 31, 2020).

Lughat Al-'Alam is an Arabic sentence consisting of two words, namely لغة which means language, and العالم which means the world. Overall, "lughat Al'alam" can be interpreted as a call that is always heard everywhere in all corners of the world, when talking about people who are loved and loved, in this context it is "mother".

Awakening is a record company that was started in 2000 by a young Tunisian named Bara Kherigi. The role of Bara Kherigi in the music industry is unquestionable, especially with Islamic

music. After 6 years of traveling, Awakening began to spread its wings through the Youtube site (one of the most popular sites in the 21st century), because they are keen to see the development of music that has been in the realm of the creative industry (Hardiat, 2013). Awakening under the direction of Bara focuses its contents on Islamic values. The company is headquartered in London and has two branch offices in California and Cairo. So far, Awakening has hosted a number of well-known international artists including; Maher Zain (Sweden), Mesut Kurtis (Macedonia), Raef (United States), Sami Yusuf, Nazeel Azami, and Harris J (UK), and Humood Al-Khudher (Kuwait) (Awakening, 2020).

Awakening started its content with a video of a concert held in Jeddah. The concert was seen crowded with thousands of spectators who were enjoying the extraordinary performance brought by Mesut Kurtis. Thanks to the concert video which he uploaded into 4 parts, with a duration of about 5-10 minutes each, Awakening received quite good feedback from the audience, namely, 439,709 viewers, 1280 likes, 79 dislikes, and 100

comments (As of 31 August 2020). Since seeing the response from the audience which is quite good, Awakening has continued to upload its best videos, until one day there was one video that received more attention from researchers, namely a music video entitled *Lughatil 'Alam* sung by Humood Al-Khudher.

The song “*Lughat Al'Alam*” is a song by Humood from the Aseer Ahsan album (2015). The song was written by Saif Fadhel and directed by Hasan Kuyuçu. The video, which has a duration of five minutes and seven seconds, depicts a middle-aged woman who is taking care of children in a large building that researchers believe is an orphanage. The woman is told as a mother who always gives love, affection, and affection to all her children regardless of their condition or origin. This is also a form of affirmation that a mother has an important role in the lives of her children.

This music video was chosen as the object of research because of the many songs themed about mothers, this video is more interesting to watch because it offers beautiful visualization, and the deep meaning contained in the lyrics of the song. In addition, the singer's voice, Humood Al-Khudher, is able to knock and touch the hearts of his listeners (Ashour, 2015). The songs sung by Humood are also inseparable from something close to us, it makes it easy for us to understand the contents of the song. Then, regarding why researchers only focus on audience receptions, this is because there are some comments whose contents do not agree with the message in the song, in this case, they ask why only mother? where the figure of a father is as important as a mother. This makes the message that has been brought by the singer not fully conveyed to the audience.

Another reason is that researchers realize that not everyone feels a mother's love, many of them comment on sadness because they are unable to make their loved ones happy. After watching this music video repeatedly, there are several things that make researchers curious and think to analyze it further.

In addition, for one reason or another such as limited time and energy. The researcher has decided to limit the comments to be analyzed, namely based on the order of the top comments. These comments were chosen because they got a lot of attention from the audience, in the form of giving likes and replies to comments left previously. Just for information, the comments that are at the top are not all in Arabic and are related to the researcher's discussion. Therefore, the researcher selected them again and found 100 comments which would later be used as data for this research.

So far, researchers can assume that the “*Lughat Al'Alam*” music video uploaded by Awakening on the Youtube site aims to provide a picture of a mother who is always present in the lives of her children, but because there are some viewers who leave comments that are different from what the singer intended. then the discussion in detail will be discussed in the discussion chapter.

Literature Review

Researchers did not find any previous research that discussed “*Lughat Al'Alam*”'s music video using reception theory, both in the form of printed and electronic news, scientific journals, and books. However, the researcher found that there was a thesis written by

Ria Avriyanty, entitled "Analysis of Audience Reception on Youtube Against Gender Construction in the Music Video If I Were A Boy by Beyonce Knowles". This study uses the reception theory introduced by Stuart Hall, to see how the audience responds after watching the music video mentioned above. The results found are that most viewers can accept the content of the video, and regarding gender issues, Ria did not find a special pattern of comments that came from the audience. Previous research related to the use of Youtube was written by Fatty Faiqah, Muhammad Nadjib, and Andi Subhan Amir in a journal article entitled "Youtube as a Communication Tool for the Makassarvidgram Community". This study uses in-depth interview techniques (Depth Interview) and direct observation. The results of the research they found were that Youtube has many benefits, especially for the community. Based on the findings above, this research also uses reception theory and uses Youtube as primary data in the study, but what makes the difference is the object of the research. Researchers used Arabic songs and comments written in Arabic script.

Material and Methods

The method used in this research is descriptive-qualitative. Descriptive research aims to describe the data obtained from various sources, primary and secondary. The data in question is quality data, not in the form of numbers (Lesmana: 2019). The data collection technique carried out by the researcher was divided into three stages. First, researchers searched for music videos on the Youtube site with the keywords Humood - *lughat Al-'Alam*. Second, the researcher watched it from the beginning to the end of the video and analyzed it. Third, the researcher visited the comments column, then read and selected the audience who left responses using Arabic and only related to the discussion in this study.

The theory used in this study is the reception theory introduced by a British sociologist and cultural activist named Stuart Hall, in his writing entitled "Encoding and Decoding Televisual Discourse" (Hall, 1973). This theory focuses on all parties who play an important role in the production process to the spread of a message. The message production process in this study is dominated and interpreted by Awakening, as the creator and sender of the message. Furthermore, the message sent will be conveyed through a medium, in this case, is Youtube. In this process, the audience will find it easier to interpret the message sent by the producer, and of course, there will be various interpretations from the audience as the recipient of the message, where basically a message or sign shown has more than one meaning (polysemy) (Dwitomo, 2014). Finally, the audience will try to make sense of what they watch, by dismantling the codes in it. In this process, the audience's life experiences are what will differentiate them from other audiences. In the end, the meaning of the message that is also applied in the real world by the audience is a form of communication chain that will never be broken. This is because, the production process which is a form of visualization of real life, is reproduced in the real seeing the explanation above, we can understand that the recipient of the message will not fully receive what is expected by the sender of the message, and it is not something new if there is a misunderstanding at that time. According to Hall, there is nothing

wrong with that, we just need to interpret it from a different point of view. Therefore, it is important for us to know that audience reception cannot be generalized. Based on this, Hall divides the audience into three different categories, namely; The dominant position is hegemonic (the audience understands the message and accepts it as it is), negotiation (the audience selects the message received), and the opposition (the audience rejects the message received) (Avriyanty, 2012).

Result and Discussion

In this section, the researcher will focus on the comments left by Youtube viewers on the Lughat Al'Alam music video uploaded by Awakening. The audience here is the same as an informant when conducting interviews, the difference is the lack of clarity of identity or information about them. Even if there is, it is only a username and when they join the social media in question, of course, they will not be able to describe the identity of the informant. This kind of ambiguity will result in many unfavorable assumptions about social media users. However, the researcher does not really mind this, because the researcher thinks that social media users also have the right to maintain their privacy.

Researchers also realize one thing, that in analyzing a music video, we must also know the contents of the song's lyrics. The goal is that we understand what the audience is talking about, issues, and talking about. "Lughat Al'Alam" is not only known as the title of the music video but a phrase contained in the song itself. Prospective viewers who only see the title of the song in their search column, without seeing the music video, will certainly have a lot of interpretations of meaning because the form of the phrase used is general in nature. If we translate it into Indonesian, "Lughat Al'Alam" has the meaning "Language of the world". Then, what is meant by "World Language" is the language that is often used by the world community in their daily life? or Does "World Language" mean something that has a specific nature? Questions like this may arise from viewers who do not know the Arabic language or culture in depth. Therefore it is important for those who do not know this, to watch "Lughat Al'Alam"'s music video from beginning to end.

In order to make it easier for readers, the researchers will write the lyrics of the song "Lughat Al'Alam" along with the translation, as follows:

*/Yaa Jinaan, Yaa Hanaan, Yaa 'Uyunan Baatat Lanaa
Saahirah/*

"Oh Heaven, Oh tenderness, oh eyes that stay up all night for us"

*/Yaa Malaadzan, Yaa Amaanan, Ya Rahiiqan min Zuhuurin
'Aathirah/*

"Oh lap, oh salvation, oh nectar of a sweet-smelling flower"

*/Lan Uuwaffiiki Syukra Kaffaiki, Faa Allahu Yajziiki Jinaana al-
Aakhirah/*

"I can't count my gratitude to you, God bless your heaven for you
in the afterlife"

/Kullu Lughati al-'Alam Tanthiqu biismiki Ummii/

"All the languages in the world say your name, mother"

/Wa Tadhummu Syifaahan Wa Tunaadii Laki Yaa Ummii/

"Lips come together and call you oh mother"

*/Maamaa Ya Yummah Yaa Yammah Ya Mamtii Ya Maamii Ya
Ummii/*

"(All the words above are called "Mother" in different languages)"

/Mundzu Wulidtu Wa Harfu al-Miimi Taraaqasa Bifamii/

"Ever since I was born, the letter "M" is often spoken on my lips"

/Fayudaa 'Ibunii Wayuaaanisu Qalbii Fii ad-Adhdhulami/

"Play with me and accompany me in the dark"

/Fayusya'u an-Nuuru Bi'aynayya Wa Anthiqu "Ummii"/

"And then my eyes lit up and I called "Mom"

<https://www.islamiclyrics.net/humood-alkhudher/lughat-alaalam/>

As previously explained, the researcher will not focus this research on the lyrics of the song "Lughat al-Alam", because there are no problems found, both in terms of grammar and meaning. However, the researcher will try to review a little of the content of the lyrics of the song and relate it to the music video. In the first line, the songwriter has not given any clue to the audience regarding the content of the song, he only describes something as a place that is told full of comfort, pleasure, and happiness, we know it as "Heaven". Then, the songwriter re-describes something with its characteristic "gentleness". After that, he described it again that it had "Eyes that watch over it all night long". The audience is still confused about it because until the first line ended sung by Humood Al-Khuder, something described by the author has not been fully understood by the audience.

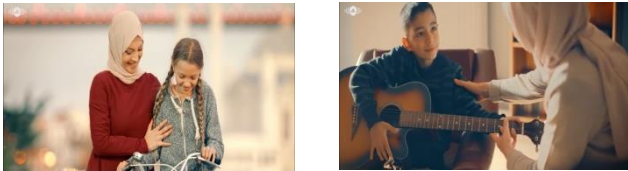


Continuing on the second line, the songwriter describes specifically the behavior of something into the lyrics, namely "lap". Then, he confirmed it again with the word "safety". After the word is sung, the music video shows a woman wearing a light brown shirt and a white hijab running up to a child who fell while playing ball with her friends on the beach. The audience also began to get answers to their curiosity about something described by the author, namely a woman. After that, the writer described the woman as "the nectar of a fragrant flower". Maybe what the songwriter meant was that there was a woman who had a special place in someone's life. To know this, the audience will be unconsciously directed to find out, what kind of woman the author is referring to.

In the third line, the songwriter wrote "I can't count my gratitude to you", this sentence seems to describe that this woman is very instrumental in her life, so the author also does not hesitate to pray for her as in the follow-up sentence "May Allah grant you heaven in the afterlife", who is this extraordinary woman? The audience is still made curious by the author until the third line ends. Furthermore, surprisingly the songwriter answered all the audience's questions in the fourth line, he explained that a woman who has the equivalent of heaven, is gentle, and sincerely takes care of every night is "mother", a woman who makes comfort (lap), who always praying for our safety, and very special, is none other

than "Mother". Mother too, who makes us always grateful to her, and is the only woman we always pray for, so that one day she will be placed in the heaven of Allah SWT. The following is a sentence that explains the statement above, "All the languages in the world say your name, mother".

The fourth to sixth lines of the song "Lughat al-'Alam" is the Chorus (a core stanza of the song) in the music video. This can be proven by looking at the music video from 00:01:09 to 00:01:52. The affirmation of a mother is followed by the sentence "The lips unite and call you oh mother". Grammatically, this sentence explains the creation of several consonants such as (b & m) that comes out of the mouth, when the two lips are brought together, we know it as a bilabial (Alfin, 2015). In connection with the following lyric, the bilabial letters are apparently used to mention the mother's name in several languages, such as the following "Mama, Yomma, Yamma, Marty, Mommy, Ummy".



Continuing on the next line, "Since I was born, the letter "M" is often spoken on my lips". The meaning of the lyrics is that when we were babies, it was very difficult for us to talk. This is because our age is still not enough, and usually babies will find ways to express something they want, from the many letters of the alphabet, the letter "M" is the letter they often use. After that, the writer continued with the sentence "Play with me and accompany me in the dark. We all know that a mother is full of kindness in her heart, she always tries to make time for her child, even though the situation and conditions do not allow it. Amazingly, a mother is able to hide all that very well. The next sentence "And then my eyes shone and I called "Mother"" implies that no matter how big our achievements are, we must not forget the services of a mother who has risked her life to bring us into the world. Therefore, it is appropriate if we respect him and make him happy. In closing, the song Lughat al-Alam ends with the author mentioning the name "mother" in various languages such as Mama (China), Anne (Turkey), Ibu (Indonesia), (Ethiopia), Mama (France), Madre (Spanish), (India), (Arabic).

A brief review of the song lyrics above can be said as an introduction to making it easier for us to understand the subject matter of this research. Reminding again that this study will discuss the responses that come from the audience. Therefore, to facilitate researchers in the process of compiling the data obtained, the audience will be divided into three categories that have been proposed by Stuart Hall, namely the Dominant Hegemonic Position, the Negotiated Position, and the Opposition Position. Furthermore, regarding the informants who were randomly selected by the researcher, without knowing their background or identity. Making the analysis that will be carried out is limited to the point of view of the message obtained after watching the lughat al-Alam video on the Awakening channel.

Dominant Hegemonic Position

In this position, the audience can receive and understand the message given by the sender of the message as it is. That is, the audience has followed the storyline from beginning to end, which was intended for him by the sender of the message, and of course, there is no rejection whatsoever of the message received. We can also categorize it as an example of delivering messages that are carried out transparently, where the sender of the message gets a response that is in accordance with the expectations he wants.

In this study, the researcher found that there were 70 comments that were in the dominant hegemonic position at the top of the Youtube comments column out of a total of 100 selected comments. Seeing the number of similar comments, the researcher will only show the comments in outline, and divide them back into several categories as follows:

Sad Response

Youtube viewers seem to share a lot of sad stories about their mothers. Some of them feel guilty for not being able to return their affection, not being able to make him Happy, and many others. In the following, the researcher lists some responses to sadness; In this response, a child shared his sadness about a mother who had given birth, and given him love but could not see the child grow well, because, at the age of 5 years, his mother had passed away first to the almighty. Respondents did not write in detail about how his life was after his mother died. But here it can be seen clearly that the respondent really misses the love of his mother. This can be proven by the hope that he wrote so that his mother will get the best resting place in the sight of Allah SWT, namely Heaven. He also hopes that anyone who reads his comments can help him to send *Al Fatihah* readings to his mother. Respondents assume that the more people pray for their mother, the greater the chance that their prayers will be heard and granted by Allah SWT.

Furthermore, the researchers found responses with the same pattern as the previous respondents. The difference between the two can be seen in the timing and details of the story. The response in question reads as follows. The respondent named (Taks_San), said that after listening to "Lughat al-Alam"'s song, a feeling of sadness mixed with longing came over him. He became reminded again of the figure of the mother who had left him since 8 years ago. It was also said that there were many beautiful memories with his late mother that was hard to forget and that he had hoped for his mother's return, even though this would not be possible.

In addition to the responses above, the researchers also found sadness responses. This response was told by a user named (killer13) who a few months ago couldn't hold back his tears after writing this comment. The respondent did not write down the reason why he was crying, but the researcher considered that the respondent had a life experience related to his mother, but he could not tell it in public. However, the respondent kindly advised the other viewers so that they all realize that "ان نعمة الام افضل من اي نعمة" which means "A mother's blessing is better than any blessing". In other words, Mother has something that can bring good to her children.

Continuing on the next response, the researcher found a respondent who had little in common with the first respondent. This respondent named (ShaimaMohd) commented as follows. The word "قيل ا اشوفها" indicates that the respondent is very sad because he did not have the opportunity to see his mother. The researcher assumes that the respondent's mother died after giving birth. This is confirmed by the next sentence which says that she has "اختي الكبيرة" or an older sister who replaces her mother's duties to care for, look after, and accompany her until now. All that was possible for him now was to pray for his late mother and pray for his sister's health.

Affectionate Response

The audience has their own way of expressing affection for their loved ones. Researchers found that there were several responses that showed this. This response tells us that the respondent named (FrdoosKahlid) is one of many respondents who really love their mother. Not only his own mother, more than that he also helped pray for all Muslim mothers in the world to get protection and safety from Allah SWT. Respondents believe that everything happens by the will of the almighty, therefore, asking him for help is not a mistake, but an obligation.

The form of affection written by the respondent named (Nournour) can be said to be unique because she makes the impression of a mother as someone who is fun, and full of love in her heart. In addition, he also shows his affection by asking Allah SWT for help, so that his mother is always in his protection, always given health and fitness. So that you can go through the day with a prime body condition. Attention like this for some people is considered as something excessive, but if they understand the main purpose, it seems there is nothing wrong with it.

Similar to the previous response, a respondent named (حالات اتس) has high hopes that his mother can live a life in the world with lots of happiness that come to her, she also asks Allah SWT for help so that her mother is always in his protection. According to him, his mother had tried hard to raise him up to this point, therefore he didn't want to burden his mother anymore, he was determined that now it was his duty to make him happy in his own way. The following is the intended response. If the above response is related to reciprocation, it seems inappropriate, because the sincerity of a mother in raising her child is not to get reciprocity in the future, but that is the instinct of a mother. No matter how hard it is to raise her child, the most important thing for her is that she can see her child grow and develop with her. The right word to describe the response above is filial.

Response Thank You

Saying thanks has become a natural thing for someone to do, when he gets some kind of help or assistance, from other people. With regard to this research, the context of gratitude is addressed to a mother. Researchers found several responses that indicated this, and the following are the responses in question.

The respondent named (حلمي الجنة) is known to be an Algerian citizen. In that country "mother" is called "ماما". In the response written by her, the respondent wishes to express her gratitude to her mother, but she feels confused, because according to her it is

not enough to describe the sacrifice, love, and affection that was given by his mother all this time. After thinking for a long time, the way he chose to show his gratitude was to pray for his mother "الله ليك".

A different response was written by a respondent named (طلال المطيري). The response above can be said as a response to represent the feelings of the respondents who want to express their gratitude to their mother, who has contributed to caring for and giving her tenderness. In addition, the response appears to be the use of an emotive heart sign which is a symbol of sincerity.

Unlike the previous response, this time a respondent named (Raghad Alzabedii) focused more on giving thanks to Humood. According to him, Humood has managed to sing "Lughat al-Alam"s the song so well, it makes respondents shiver for no reason, as he said in the comment "تسويلي". This indicates that the respondent enjoyed the song so much that without realizing it, he was involved in the atmosphere created by the singer. The sensitive feeling possessed by the respondent may be obtained because he often listens to songs of the same genre.

Seeing from all the explanations above, then indirectly the respondents can receive the contents of the message from the sender of the message well. Respondents taught us an important lesson that while our mother is still around, there is nothing wrong with being devoted and honoring her. Actually, if we pay attention, these respondents have a fairly good sense of sympathy towards us, they try to remind us not to regret our actions, their only goal is to prevent similar things from happening again.

Negotiation Position

In this position, the audience will try to select what they think is acceptable and not. The audience in this position begins to think critically in answering something. This is done because they cannot fully accept everything that is not in accordance with their personality. Regarding the music video, they approved part of the message conveyed by the message sender and disapproved of the other half. Researchers found as many as 28 comments that were in a negotiating position at the top of the Youtube comments column out of a total of 100 selected comments. As before, the researcher will not show the entire comment, but only a part of it. The researcher divides the comments on this position into several categories as follows:

Habit Response

A small part of the audience was seen criticizing Lughat al-Alam's song with the theme of the role of a mother in one's life. Some of them seem to have a different point of view after watching the music video. They question the existence of a father who is actually no less important than a mother. Amazingly, they did not write it down explicitly but implicitly. Researchers do not know for sure the reason why they do this, but researchers think that this is done to avoid conflicts that might occur in the future. Here are some sample responses. In this response, it is clear that a child is begging Allah SWT so that his family can be reunited. It seems that the respondent named (asmaahmed) experienced a broken home. His parents are divorced, and the respondent lives

with his father. The incident experienced by this respondent indicates to us that a child needs the love of his parents (mother and father).

The next response came from a respondent named (Salah Obeid). He thinks that although humans are faced with a choice, they should not choose between mother and father, because both play an important role in our lives.

The word "أم" here refers to the image of a mother in Lughat al-Alam's music video. Respondents showed their form of rejection by saying that not all mothers can be affectionate to their children. Indirectly, respondents try to relate the content of the video and the reality of their lives. Respondents rejected the image of a loving mother but also realized that there were many mothers with a loving attitude out there. The reason for the refusal was not explained in detail by the respondent, but the researcher assumed that the respondent experienced things that were contrary to the content of the video.

The response above cannot be said to be complete, because the response found the word "لكن", which indicates that there is a follow-up statement that the respondent has not had time to say. According to him, even though there are some mothers who do not love their children, it does not mean that a father can be the best choice to get love because basically, humans need both (mother and father).

Family Response

The feeling of complementing each other, the warmth that is in it, and the ups and downs that must be passed together, we will never find anywhere in this world except in the family sphere. Family is the only place that everyone will always remember.

One of the respondents named (AM) implicitly, did not fully confirm the content of the music video. This can be seen from the use of the letter "ن" in some words, which indicates more than one person. The point here is that the mother figure depicted in the music video, is not the only one who should be used as a benchmark to make her children happy, but there are other people who are actually no less important, namely the father. When talking about vocabulary, the word "parents" will only have a perfect meaning when both (mother and father) are together. This response reminded the researcher of the hadith of the Prophet SAW about how to glorify a mother. A respondent named (black yobi) wrote the word "امي 3", which indicates the similarity with the suggestion of the Prophet to his friend who at that time asked him. The repetition of the word of course has a reason, namely that only mothers are able to do three things (conceive, give birth, and breastfeed).

However, respondents did not forget the presence of other family members, such as their father and brother. According to him, they are all his world, and if any one of the three is missing, then the world he created becomes unstable.

Opposition Position

In this position, the audience vehemently rejects the message it gets from the sender of the message. They assume that the message is not appropriate and does not match what they expected. It's not that they don't understand the message they get, but they object to

the content of the message which is very domineering. In the end, they prefer to find other answers that are more suitable and relevant for them. The researcher only found 2 comments that were in the opposition position at the top of the Youtube comments column out of a total of 100 selected comments. This time, the researcher will show all the comments in this position. The following are comments that are in the opposition's position.

This response was written by a respondent named (yomna Sabry abo hamza). Explicitly, he rejected the message content of the song lughat al'alam, we can see this from the response he wrote. After the researcher looked again, it was true that there was no response related to the song, but only an explanation about his late father. The researcher did not understand why this respondent did this, and why, because he did not explain it in the response he wrote. Despite all of that, researchers think that apparently, not everyone can accept the content of the music video. Even though the written response is deviant, it is hoped that the audience will find his comments and help him send Al Fatihah readings to his late father. The next response was written by a respondent named (K.A.). The response he wrote showed his dislike for the content of this music video. However, there is something that is a little bit confusing and the researchers are confused in their response, namely the mention of 9400 parents. Where he got the data, he did not explain it clearly. This makes the response he wrote is not completely perfect. Maybe he wrote this response at random without relating it to the content of the video.

Conclusion

Based on the analysis of youtube audience reception and a brief discussion of the song lyrics that have been explained in the discussion section, Lughat al-Alam's music video shows that not all viewers can accept the content or message of the video. Therefore, the division of audience positions introduced by Stuart Hall into three categories, namely dominant hegemonic positions, negotiating positions, and opposition positions is important to be shown in this study. Overall, the audience is in a dominant hegemonic position. This confirms that although there are some viewers who do not approve or reject the content of the video, more viewers agree or understand the message conveyed by the sender of the message.

From the above, we can also understand that the awakening company, which also acts as the sender of the message, has succeeded in achieving its main goal, which is to direct the audience to give a good response to the message sent by him through the music video. In addition, the selection of Youtube as one of the platforms to publish videos digitally is a step that is quite accurate to attract the attention of modern society who is never separated from the internet, especially the use of social media.

Researchers really understand that in this study there are still shortcomings and far from perfect, because in the process there are interesting things to be investigated further, such as linking songs with balagah science and semiotics, but they cannot be displayed in this study. It is hoped that in the future, researchers can review it and write it down in the same format as this research.

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