

ABSTRACT

YouTube is part of a new media that can be accessed using the internet and is a platform for publishing videos. Until now, YouTube media has also become widely used by futsal athletes to practice by watching video tutorials or video analysis of matches. This phenomenon shows that online video sharing platforms such as YouTube have become significant learning partners. This research aims to analyze audience reception of futsal tutorial educational content presented on the Sukma Nagara TV YouTube channel using qualitative methods and a constructivist paradigm. Data collection techniques include interviews and documentation, as well as using data analysis techniques with data reduction, data presentation and drawing conclusions, and testing the validity of the data through source triangulation. The results of this research show that the audience acceptance position of the Sukma Nagara TV YouTube channel is dominated by the Dominant-Hegemonic Position. This happens because Sukma Nagara TV communicates and conveys messages to its viewers by using language that is easy for everyone to understand in its content. Sukma Nagara TV avoids using terms or language that are too technical or complicated, thereby allowing audiences from various backgrounds to easily understand the information conveyed. Thus, the combination of using simple language and practical demonstrations is the main key in building a good relationship between Sukma Nagara TV and their audience, as well as increasing the effectiveness of communication in conveying the messages they want to convey.

Keywords: *Educational Content, Audience Reception, Sukma Nagara TV*