

ABSTRAK

Penelitian ini berjudul “Persepsi waria terhadap gaya ceramah ustadz abdul somad di media YouTube (studi pada penata rias salon di desa Pagar Jati kec. Kikim selatan kab. Lahat provinsi. Sumatera selatan)”. Penelitian dilaksanakan di Desa Pagar Jati, Metode penelitian yang dipakai kualitatif deskriptif. Tujuan dari penelitian ini untuk mengetahui sebuah persepsi gaya ceramah ustadz Abdul Somad di media YouTube di desa Pagar Jati Jati kec. Kikim selatan kab. Lahat provinsi. Sumatera selatan. Teknik pengumpulan data berupa wawancara, observasi dan dokumentasi. Sumber data primer dari peneliti adalah wawancara langsung kepada seseorang waria pekerja Tata rias salon kecantikan. Sumber data sekunder berupa dokumen, foto, journal, dan buku-buku yang berhubungan dengan Persepsi waria terhadap gaya ceramah ustadz Abdul Somad di media YouTube. Teori yang digunakan Teori Komunikasi persepsi. pendapat Boyd Walker dan Larreche, persepsi merupakan cara apa seseorang menunjuk, mengontrol, dan mengartikan informasi mulai dari segi kognitif, afektif dan konatif. Dan dari hasil penelitian bahwa penyampaian materinya mudah dimengerti, memberikan didikan dan setiap materi yang disampaikan cukup menjiwai sehingga membuat para pendengar dari mau mendengarkan ceramah ustadz Abdul Somad di media YouTube,

Kata Kunci : Waria, Ceramah, ustadz, Salon

ABSTRACT

This research is entitled "Perception of transgender people towards Ustadz Abdul Somad's lecture style on YouTube (a study on salon makeup artists in Pagar Jati village, South Kikim district, Lahat district, South Sumatera)". The research was conducted in Pagar Jati Village. The research method used was descriptive qualitative. The purpose of this study was to determine a perception of Ustadz Abdul Somad's lecture style on YouTube media in the village of Pagar Jati Jati, sub-district. South Kikim district. province. South Sumatera. Data collection techniques in the form of interviews, observation and documentation. The primary data source from the researcher was a direct interview with a transgender woman, a beauty salon make-up worker. Secondary data sources are documents, photos, journals, and books related to transgender perceptions of Ustadz Abdul Somad's lecture style on YouTube. The theory used is Perceptual Communication Theory. According to Boyd Walker and Larreche, perception is the way in which a person points, controls, and interprets information from cognitive, affective and conative terms. And from the results of the research that the delivery of the material is easy to understand, provides education and every material delivered is quite soulful so that it makes listeners want to listen to Ustadz Abdul Somad's lectures on YouTube media,

Keywords: shemale, Lecture, ustadz, beauty shop