

## ABSTRACT

*This thesis analyzes the reception of young people in Surabaya about bottled tea production which is cooperate between Japan and Indonesia. The author uses a qualitative method and encoding decoding theory by Stuart Hall to explain and analyze the reception of young people in Surabaya about the consumption of bottled tea production which is cooperate between Japan and Indonesia.*

*The results is showed that Japanese language collage student in Surabaya would agree that the taste of Japanese tea production cooperation with Indonesia, which has been adapted to the tastes of Indonesian people. The interest in the product is influenced by several factors. These factors are: the background knowledge of Japanese culture informants, as well as the interest in the publication of products advertising on television media which presented a picture of Japanese culture such as Ganbatte Japan and typical icons of Japan.*

*Keywords: reception, encoding, decoding, tea, production, cooperation*

