

ABSTRACT

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Analysis of Female Audience Reception Regarding Sexual Violence Scenes in the Film Like & Share.

Keywords: Reception Analysis, Audience, Women, Sexual Violence, Film, Like & Share

(xiii + 115 + appendices)

We very often encounter sexual violence in everyday life, both in the family, community and peers. Sexual violence can happen to women because society still views women as weak and helpless. The film Like & Share is a film that speaks out about the issue of sexual violence against women. Through this film, the filmmakers tried to criticize various parties, especially perpetrators of sexual violence. The aim of this research is to find out the position of female viewers according to Stuart Hall's three reading positions regarding scenes of sexual violence in the film Like & Share. This research uses Stuart Hall's reception analysis theory. This type of qualitative research, with qualitative descriptive methods, constructivism paradigm. Data collection techniques include in-depth interviews, observation, documentation and literature study. The results of this research show that all informants interpreted the message in the film Like & Share very well and appropriately. This shows that there is a consistent understanding of the content and themes of the film clearly and effectively for the audience, without any confusing ambiguity. Informants can understand the causes, problem solving, and impacts felt by a victim of sexual violence. However, there are also informants who have different views in interpreting it. This is due to differences in social backgrounds, cultural contexts, personal experiences and observations of each informant. Of the five units of analysis that have been studied, (1) two units were received by informants in Negotiated Position, (2) one unit was received by an informant in Oppositional Position, (3) and the other unit was received by all informants in Dominant-Hegemonic Position.

Bibliography (2017–2024)