

ABSTRACT

The Meaning of The Issue of Infature in The Character of Nisa in Ipar adalah Maut The Movie (Analysis of Reception Among Urban Women)

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This research aims to determine the meaning among urban women regarding the issue of infidelity in the character Nisa in the film Ipar Is Maut (IAM). It is important and interesting to research, because through the character Nisa in this film, women who are victims of infidelity are represented as empowered women, different from the depiction in previous Indonesian films. This supports the preferred reading of this film which wants to convey the message that infidelity is not always caused by the woman's fault. For this reason, Stuart Hall's reception analysis theory, standpoint theory and a number of concepts related to films, characters, issues of infidelity and characteristics of urban women are used as analysis tools. Furthermore, this research chose to use the reception analysis method by conducting interviews to collect data. The informants for this research consisted of four women living in urban areas, aged between 23-31 years, who had a number of relatively homogeneous characteristics in terms of ethnicity, education and family background. Research findings show that the position of meaning is dominated by the dominant position of hegemony. They think that men also play a role in causing infidelity. On the other hand, informants with an oppositional meaning position assume that infidelity occurs because women are considered too dominant. Meanwhile, informants with a negotiating position assume that the issue of infidelity can be caused by mistakes on both parties. From the perspective of urban women as marginal groups, the issue of infidelity is influenced by personal and collective experiences that developed in society at that time. The research findings confirm the views of standpoint theory in the context of this research.

Keywords: Infidelity, Urban Women, Reception

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