

ABSTRACT

THE MEANING OF THE IMPACT OF OVERSHARING BY MILLENNIAL WOMEN URBAN

(Stuart Hall's Reception Analysis of Black Mirror Season 6 Episode Joan Is Awful)

Muhammad Rifqy Fahrezi ¹⁾, Bakti Abdillah Putra, S.H.Int. M.Int.Comm ²⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

The phenomenon of oversharing on social media has become a highly relevant issue in the digital age, especially among millennial women living in urban areas. The Black Mirror season 6 episode "Joan is Awful" depicts the excessive impact of this behavior through a science fiction narrative that reflects social reality. This research aims to understand how urban millennial women interpret the impact of oversharing as represented in the episode. This research uses a qualitative approach with a constructivism paradigm and a reception analysis method developed by Stuart Hall. The data collection technique was conducted through in-depth interviews with four informants who are viewers of the episode "Joan is Awful" and active users of social media. The results showed that most informants were in the dominant-hegemonic position, accepting the message that oversharing has a negative impact on privacy and social interaction. Meanwhile, others were in a negotiated position, accepting some of the messages but adapting them to their personal contexts. This research shows that social and cultural experiences shape the way audiences interpret media. Therefore, it is crucial to raise digital literacy awareness so that social media users can be wiser in sharing personal information.

Keywords: Reception Analysis, Black Mirror, Oversharing, Series

Libraries : 33

Publication Years : 2015 – 2025