

## ABSTRACT

### **THE INTERPRETATION OF TABOO THOUGHTS IN POSITIVE MASCULINITY AMONG EARLY ADULT MALES (Stuart Hall's Reception Analysis of the Film 1 Kakak 7 Ponakan)**

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*This study explores the interpretation of taboo thoughts within positive masculinity as portrayed by the character Moko in the film 1 Kakak 7 Ponakan, particularly among early adult men. The film presents a representation of masculinity that is more empathetic, open, and responsible contrasting with traditional paradigms of masculinity that demand men to be strong at all times and suppress emotional expression. Moko, who suddenly becomes the caretaker of his seven nieces and nephews, demonstrates positive masculine traits such as emotional sensitivity, empathy, and affection. However, he also grapples with taboo thoughts that are generally considered inappropriate for men, such as fatigue, confusion, and feelings of inadequacy. This research employs a qualitative approach using Stuart Hall's reception analysis method and involves interviews with five male informants aged 21 to 31 who have watched the film. The findings reveal that four informants interpret Moko's character from a dominant position, while one takes a negotiated position; none interpret from an oppositional stance. These interpretations are shaped by the informants' social and cultural backgrounds, with most adopting traditional masculinity norms instilled since childhood by their families, communities, and cultures.*

**Keywords:** Positive masculinity, taboo thoughts, audience reception, family film, young adult males.

Libraries : 39

Years of Publication : 2015 - 2025