

ABSTRACT

The Male Gaze Reception on Dinar Candy's Instagram Contents by Young Adult Men

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Dinar Candy is a public figure and also a social media influencer in Indonesia. As a social media influencer, she always be in a spotlight, because of her social media activity that oftenly uploading sensual or explicit content. Dinar Candy purposely uploading sensual and explicit content to give eye-satisfaction to her social media followers especially early adult men. The objective of this research was to determine the meaning of male gaze on social media on the content of the Dinar Candy Instagram account by early adult men. The methodology of this research is qualitative, by using the reception analysis research method to explore adult men understanding about male gaze. Reception analysis on Dinar Candy's content varies in young adult men, the result is they're position is dominant and opposition position. Of the four informants, there are two dominant position and two opposition positions. Therefore, not all informants entered the male gaze after seeing the uploaded content of Dinar Candy's Instagram. So, the result of this research can be useful for the reader to enrich understanding about male gaze reception on dinar candy Instagram account, that oftenly uploading sensual content.

Keywords : Reception, Male Gaze, Instagram, early adult, Social Media

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