

ABSTRACT

The Meaning of The Audience Towards Employment Discrimination For Deaf People In The Web Series of Cues

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This study aims to determine the meaning of the audience towards deaf work discrimination in the signal web series. The signal web series that tells the true story of the struggle and beautiful woman whose named Angkie Yudistia who was able to establish Thisable Enterprise. The scene conveyed through the message of web series. This signal is the employment discrimination of deaf people experienced by Angkie Yudistia, who refused employment from 11 (eleven) companies and experiencing layoffs. This research uses descriptive qualitative method with reception analysis. Based on the results of the interviews with the four informants, it resulted in a reading position, namely the three informants were in a dominant-hegemonic reading position, it means the informants interpreted the messages conveyed in the web series. Signal to enlighten the public that deaf people have the ability to work like the general public. Meanwhile, an informant is in a negotiated reading position, meaning that the acceptance of informants is also adjusted to their social conditions. The acceptance is flexible.

Keywords : *Employment Discrimination, Deaf People, Web Series Cues, Reception.*

Libraries : 39

Publication Years : 2010-2020