ABSTRACT

Analysis Reception Mental Illness Educational Messages by Female Audience of Sinetron Ikatan Cinta

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This study aims to determine the reception of loyal audiences to educational messages on the issue of mental illness in sinetron Ikatan Cinta. The research method used in this research is descriptive qualitative with reception analysis. Based on the results of research on the audience's meaning of mental illness education in sinetron Ikatan Cinta, the researchers concluded that the audience's interpretation of mental disorder education displayed through the characters Andin and Mama Rosa in sinetron Ikatan Cinta gave meaning to only one category, namely, the category of dominant hegemonic position. Meanwhile, there were no findings that put the informants in the categories of negotiating positions and opposition or opposing positions. The researcher also looked at the factors that influenced the position of the informants, namely, his preference for the character Andin who was beautiful, young, and good at acting, as well as the character Mama Rosa who playedmothers fashionable, firm, and beautiful, making the informants understand the content of the message conveyed in sinetron Ikatan Cinta. After watching sinetron Ikatan Cinta, the four informants found out what the causes and effects of someone suffering from mental disorders were.

Keyword: *Analysis Reception, Mental Illness, Sinetron*

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