

ABSTRACT

The Meaning of Family towards Social Media Addiction in the TVRI soap opera 'Family of Social Media' on the Youtube Channel

Monita Aprilia Cahyadi ¹⁾, Isti Purwi Tyas Utami ²⁾

1) *Student of Communication Studies Program, Universitas Pembangunan Jaya*

2) *Lecturer of Communication Studies Program, Universitas Pembangunan Jaya*

Social media addiction is a real problem in society that TVRI tries to portray in social media family soap operas. TVRI has long been known to be skilled in the production of dramas or soap operas which not only provide entertainment but also carry educational messages. The purpose of this study was to see the meaning of family towards social media addiction in social media family soap operas. This study uses a constructivist paradigm with a descriptive qualitative research approach. The research method used is reception analysis from Stuart Hall. The concepts used in this study are social media addiction, its causes, symptoms and impacts. The results of the study show that there are two positions on the meaning of preferred reading from TVRI as a program maker related to social media addiction in soap operas, namely dominant hegemonic reading and negotiated reading. In the meaning, there is no opposition position because the four families are quite aware of digital media. Contextual factors that influence the family reception process are gender, education and family culture. The conclusion in this study is that educational messages in soap operas on the one hand are considered relevant to family experiences but on the other hand there are families who see that the reality of social media addiction in shows is not entirely similar to family experiences. It all depends on the family's attitude towards social media and its use.

Keywords: *Social Media Addiction, Family, Sinetron, Reception.*

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