

ABSTRACT

The Meaning of Premarital Sex Behaviour By Millennials Generation In Friends With Benefits Relationships (Reception Analysis Study on @overheardfbw Instagram Account)

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This study aims to determine the meaning of premarital sex behaviour messages in the millennial generation by friends with benefits relations contained in the content of the @overheardfbw Instagram account, especially to the followers of the Instagram account. The Instagram account @overheardfbw itself exists because it is motivated by the phenomenon of friends with benefits that is currently rife in the lives of young people, especially millennials. The phenomenon of Friends with benefits is a term that describes a relationship that involves two individuals who are sexually involved but not emotionally attached. This relationship is a friendship relationship but is mutually involved in sexual activity. This study uses a qualitative method with reception analysis. This study also uses social exchange theory and the concept of friends with benefits. Based on the results of in-depth interviews with the five informants, resulting in a reading position, namely, three informants are in a negotiated reading position, which means that the acceptance of informants is adjusted to their social conditions. In addition, one informant is in dominant-hegemonic reading, which means the informant interprets the messages on the @overheardfbw Instagram account according to what the manager wants to convey through the content. Meanwhile, one other informant is in an oppositional reading position, which means the informant has an understanding that is contrary to what the @overheardfbw Instagram account manager wants to convey through its content.

Keywords: *Friends with Benefits, Instagram, @overheardfbw, Premarital Sex Behavior, Millennials Generation.*

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