

## ABSTRACT

### **Teenagers' Meaning of Dating Violence Messages in Story Of Kale When Someone's In Love**

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*This study focuses on the process of meaning for teenagers to the message of violence in the film Story Of Kale When Someone's In. Movie Story Of Kale When Someone's In Love is one of those films that presents issues related to dating violence that occurs in adolescents. The message conveyed in this film is violence in relationships, especially dating experienced by Dinda's character. This study aims to determine the meaning of teenagers against messages of violence in dating in the film Story Of Kale When Someone's In Love. This study uses a constructivist paradigm with a descriptive qualitative research approach. The research method uses reception analysis from Stuart Hall, the concepts used in this study are dating violence and adolescent understanding of violent messages. The findings in this study indicate two positions of meaning, namely dominant hegemonic reading and negotiated reading on preferred reading of violence in unhealthy relationships in the film Story Of Kale When Someone's In Love. Noposition was found oppositional reading because the four informants interpreted the film Story Of Kale When Someone's In Love as describing violence in dating. Contextual factors such as gender, education, ethnicity, and experience influence the reception process. The results showed that the film Story Of Kale When Someone's In Love depicts violence in dating that occurs in adolescents, especially girls. The informants were also able to interpret the content of the message based on the analysis process they carried out respectively.*

**Keywords** : Dating Violence, Teenagers, Movie Story Of Kale When Someone's In Love, Reception

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