

ABSTRACT

The Meaning of Women's Issues in The Video She For Her By Men (Analysis of She For Her Youtube Video Content Reception - Indonesian Women in a Pandemic)

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This study aims to determine the meaning of male audiences on Indonesian women's issues in the video She For Her - Indonesian Women in a Pandemic. A video that raises stories and real experiences from Indonesian women related to women's issues. The scene to be conveyed through the video is that in Indonesia currently there are still many women's issues and there are still many Indonesian people who do not care about women's issues and there is also no law that regulates women's rights. Based on the results of interviews with the four informants, it has produced two reading positions, namely the three informants are in a dominant-hegemonic reading position, which means that the informant interprets the message conveyed in the video She For Her - Indonesian Women in a Pandemic to provide knowledge or enlightenment to the public in particular. Indonesian people that currently there are still many women's issues and even increasing at this time and also many Indonesian people are still not aware coupled with the absence of an adequate legal umbrella for women's rights in Indonesia at this time. While an informant is in a negotiated reading position, meaning that the acceptance of the informant is also adjusted to their respective social conditions, such as not all women's issues are negative, even the informant with this negotiated reading position has the thought that the position of women in marriage should be under men or women. husband. The acceptance is flexible according to their social conditions.

Keywords : Women's Issues, Video She For Her - Indonesian Women in a Pandemic, Reception.

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