

ABSTRACT

The Meaning of Traders in the Prohibition Area of the City of Tangerang Against the PPKM Policy During The Covid 19 Period

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One of the government's policies in preventing the exposure of Covid in Indonesia is to establish a national social restriction policy. Therefore, this study aims to determine the meaning of government policies on PPKM among merchants in the Larangan area.

The paradigm of this research is constructivism with a descriptive-qualitative approach. This research used the reception analysis method. The leading theory in the research that underlies this research is the reception theory of Stuart Hall. Based on interviews with six merchants, the writer found that four people stand to oppositional-reading meaning by limiting their freedom to trade. One person chooses negotiating-position meaning, and one person chooses dominant position reading. Contextual factors that influence the meaning are the age and experience of the six informants.

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