

ABSTRACT

The Meaning of Feminist Messages About Women's Equal Role In The Family (Reception Analysis on followers @indonesiafeminis Instagram account)

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This study aims to determine the meaning of feminism messages about women's equal role in the family contained in the content of the @indonesiafeminis Instagram account, especially to the followers of the Instagram account. The Instagram account @indonesiafeminis itself exists because it is motivated by the phenomenon of feminism that is currently rife in the lives of society. The phenomenon of feminism is a movement voices equality between the role of a man and a woman in social and family life. The role of women in the family is still closely related to the patriarchal culture in society which is quite attached, thus making a woman in a family have a limited role compared to men. This study uses a qualitative method with reception analysis. This study also uses reception theory of stuart hall and the concept of feminism. Based on the results of in-depth interviews with the four informants, resulting in a reading position, namely, three informants are in a dominant-hegemonic reading, which means the informant interprets the messages on the @overheardfwb Instagram account according to what the manager wants to convey through the content. In addition, one informant is in negotiated reading position, which means that the acceptance of informants is adjusted to their social conditions.

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