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ABSTRACT

An Analysis of Reception of Anti-Terrorism Messages In “Sayap-Sayap Patah” Movie on Youth Viewers

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This research examines the audience's interpretation of anti-terrorism messages in films (a study on the Sayap-Sayap Patah films). The theory used in this research is the Reception Theory or The Meaning Theory by Stuart Hall. The data collection technique used was in-depth interviews. The criteria for informants in this study were adolescents aged 18-21 years, watching Sayap-Sayap Patah films, not being disturbed while watching and understanding acts of terrorism. The preferred readings in this research are to bring up again the terrorism cases that occurred at the Mako Brimob in 2018 as well as crimes in the name of religion and to produce a dominant hegemonic position for anti-terrorism messages in films. In the context of the dominant hegemonic position of this research, informants interpret that the actions in the film are messages to fight terrorism. The views of the informants are based on the dominant hegemonic position, namely the importance of the role of parents and the environment in understanding values and knowledge about terrorism.

Keywords: reception analysis, qualitative, youth, anti-terrorism messages, terrorism