

ABSTRACT

Reception Analysis of Drug Abuse in the Euphoria Series by Z Generation in the Jabodetabek Urban Areas

Roro Asih Guminta¹⁾, Fathiya Nur Rahmi²⁾

1) Mahasiswa Program Studi Ilmu Komunikasi, Universitas Pembangunan Jaya.

2) Dosen Program Studi Ilmu Komunikasi, Universitas Pembangunan Jaya.

Drug abuse experienced by adolescents in urban areas is still urgent. The Euphoria film series tells the story of the lives of teenagers with a free lifestyle, drug addiction, romantic relationships, family, and friendships. The main character of the series, Rue, is a character that is the focus of research because she is addicted to drugs that affect her physical, mental, and cultural environment. The purpose of this study is to find out the position of the meaning of Generation Z in the Jabodetabek urban area regarding drug abuse contained in the Euphoria series. Researchers used the Stuart Hall Reception Analysis method with qualitative research methods. Based on problems regarding the phenomenon of drug abuse by adolescents and messages in the Euphoria series, this research's preferred reading is a description of the reality of society with sociocultural stories of an adolescent lifestyle filled with dark sides of lifestyle especially abuse drugs. Based on the results of interviews and joint analysis with three informants; with 2 informants who are non-survivors and 1 informant who is a survivor, the three informants are in a position of dominant-hegemonic reading meaning which is obtained based on the field of experience and frame of reference. The results of the study show that the Euphoria series is a reflection of the social reality that occurs among adolescents in the Jabodetabek urban area regarding drug abuse. These positions are also adjusted to the domicile where they live, their age, and different cultural backgrounds.

Keywords: Reception Analysis, Drug Abuse, Urban Society, Z Generation, Film Series, Coming Of Age.

Libraries : 42

Publication Years : 2013-2022