

## ABSTRACT

### ***The Meaning of Family Leadership of Girl In Mirabel Character by Madya (Analysis of Receptions in Encanto Film)***

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*Encanto is the second Disney animated family film released in 2021, it also features original songs written by Lin-Manuel Miranda, whose soundtrack received widespread acclaim and topped the Billboard charts. This study aims to find out how middle adolescents in the 15-18 year age classification interpret the leadership of girls in the family conveyed by Mirabel's character. This research helps us understand how leadership in the family is represented in the context of film. Through film analysis, we can gain insight into the narratives, characters, and conflicts related to leadership in the family that is portrayed in the character Mirabel in the film Encanto. This study uses a qualitative method using Stuart Hall's reception analysis which aims to determine the meaning of the audience regarding the impressions seen through the media. In this study, the preferred reading was stated by the Co-Writer of the film Encanto which talks about the leadership of 15-year-old children. The position of the results obtained from this study are the Negotiated and Oppotional positions of the three middle youth informants, there is no dominant hegemonic position. The formation of this research does not have a Dominant Hegemonic position because it is based on statements from informants who as middle adolescents have opinions that are in accordance with the character of society in Indonesia in assessing girls, the statements of informants are in accordance with the depiction of female characters in the media.*

**Keywords:** *Mirabel, Encanto Film, Leadership, Receptions, Middle Youth*

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