

ABSTRACT

The Meaning Of The Mental Health Messages By People Who Know People With Mental Health Disorders (Reception Analysis On The Film Kukira Kau Rumah)

Zaima Sa'diyah.¹⁾, Fathiya Nur Rahmi²⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

The film Kukira Kau Rumah is a film that raises the issue of mental health. The preferred reading of this film is to show an environment that is not ideal for people with psychiatric disorders in order to increase mental health awareness. The purpose of this research is to find out the meaning of the mental health messages in the film Kukira Kau Rumah by the public. This research is a qualitative descriptive study using Stuart Hall's encoding-decoding reception analysis method. The data collection technique used was in-depth interviews with four informants and literature study. The researcher used the criteria of male and female informants, age range 18-40 years, knew people with psychiatric disorders, and had watched the film Kukira Kau Rumah. The results of this research informants produce three positions of meaning which include positions of dominant hegemony, negotiation, and opposition. Informants in dominant hegemonic positions as a whole receive mental health messages in the film Kukira Kau Rumah. Informants who are in a negotiating position produce positive answers but are of the view that this film does not present a solution to the problem. Informants in the opposition position believed that it was only natural for Niskala to receive more protection from those around her. The meaning of various audiences is based on various factors, namely the frame of reference and field of experience. Suggestions for further research are expected to be able to examine other problems in this film such as the forms of conflict management depicted in a character named Pram.

Keywords: Film, Kukira Kau Rumah Film, Message Meaning, Mental Health.

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