

ABSTRACT

THE MEANING OF THE ISSUE OF DRUGS CIRCULATION AS A SOCIAL PROBLEM IN METROPOLITAN CITIES IN INDONESIAN FILM (Analysis of Receptions for the Film 'Jakarta Vs Everybody' in Overseas Youth)

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The issue of drugs is an important social problem and is rife in metropolitan cities around the world, including Indonesia. These social issues can be raised in film as an effective medium for depicting stories and experiences related to drug trafficking, as well as providing educational messages to the audience. The reality of drug trafficking can be interpreted differently by native Jakartans and migrants. This difference in meaning can be influenced by various factors such as cultural background, life experiences, values, and individual perspectives. The film *Jakarta Vs Everybody* is a film that raises the issue of drug trafficking. The preferred reading of this film is that it aims to provide education and understanding to a wide audience about drugs. This research is a qualitative descriptive study using Stuart Hall's encoding-decoding reception analysis method. Data collection techniques used in this study were in-depth interviews with four informants and literature study. The researcher used the criteria of male and female informants, teenagers with an age range of 18-25 years, immigrants from outside the area and living in the Jakarta area, and had watched the film *Jakarta Vs Everybody*. This study used four informants and produced three positions of meaning, namely two informants in a dominant position, one in an oppositional position, and one in a negotiating position. The contextual factor that most influences the process of meaning is the informant's cultural background. This can be seen through the explanation given by informant 1 who came from Padang, and informant 3 who came from East Kalimantan. Where cultural values and beliefs shape individual perspectives on social reality, including the meaning of complex issues such as the issue of drug trafficking.

Keywords: Film, Film *Jakarta Vs Everybody*, Meaning of Messages, Drugs

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