

## ABSTRACT

### **Early Adult Male Viewers' Interpretation of Toxic Relationship (Stuart Hall's Reception Analysis of 'Yang Hilang Dalam Cinta' Series)**

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The web series *Yang Hilang Dalam Cinta* is a series who directed by Yandy Laurens and release on the Disney Hotsyar streaming app. Dipictions of various social issues, one of which toxic relationships, are also often found through films or web series. This research aims to find out the meaning of early adult male audiences about toxic relationships with Stuars Hall's reception analysis study on *Yang Hilang Dalam Cinta* series. Through reception analysis, this research can gain insight into the meaning obtained from informants regarding toxic relationships in the portrayal of the male lead character in the web series *Yang Hilang Dalam Cinta*. This research uses a qualitative method using Stuart Hall's reception analysis which aims to determine the audience's meaning regarding impressions seen through the media by emphasizing contextual factors. This research has a preferred reading stated by the Director of the web series itself, which is about how someone who is is toxic relationship cannot be resolved easily and can even eliminate themselves. The position of meaning from the results of this study is in the Hegemony-Dominant and Negotiation positions, and there is no Opposition position where the meaning of the message is mostly generated from the social and cultural factors of each informant.

**Keywords:** web series, *Yang Hilang Dalam Cinta*, toxic relationship, reception analysis, early adult male audiences

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