

ABSTRACT

Interpretation of Women Empowerment Message in Emily in Paris Season 1 (Reception Analysis on the Character of Emily by Early Adult Women)

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This research examines the theme of women empowerment in the main character, Emily Cooper, in the television series "Emily in Paris." Produced by Darren Star, the series follows the story of a woman who moves to Paris to pursue a career in the fashion industry. The study aims to explore how the character of Emily represents and influences the idea of women's empowerment. The analytical method used is Stuart Hall's model of reception analysis, which employs the encoding-decoding framework and categorizes it into three positions of interpretation: dominant-hegemonic, negotiated position, and oppositional position. The informants in this study are categorized as early adult women aged 20-30. Based on the interview results, the main focus of the research is on the interpretations provided by the informants regarding the women empowerment message conveyed through the character of Emily. The research results indicate the presence of dominant hegemony obtained from the audience's interpretation of the women's empowerment message in this series. This study provides new insights into the role of media in shaping societal perceptions of the concept of women empowerment. The implications of the research findings can be used as considerations for policymakers, media producers, and other researchers interested in understanding the impact of women's representation in mass media on gender equality. In generating the interpretation of the dominant hegemonic position, it can be said that the informants in this study have confirmed the preferred reading taken by the researcher from the narrative in the article, stating that there is a "Women Empowerment" message contained in this series. All three informants in this study agree with the preferred reading taken by the researcher, indicating that the television show "Emily in Paris," containing the "Women Empowerment" message, has reached early adult women informants. Keywords: women empowerment, television series, reception analysis, early adult women

References : 43
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