

ABSTRACT

The Interpretation of Batak Cultural Values Among Batak Boomer Generation Parents (Reception Analysis of the Film "Ngeri-Ngeri Sedap")

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This research aims to analyze meaning of husband and wife parents of the Toba Batak tribe from baby boomers generation towards nine Toba Batak cultural values using Stuart Hall's theory. A descriptive qualitative approach was used to understand how the nine cultural values were reflected in the views of informants after watching film Ngeri-Ngeri Sedap. Preferred reading in this research is all film scenes was culture that can be reflected in Batak family life and are in accordance with Toba Batak cultural values. Results showed that 4 informants were in an oppositional code position while the other 2 informants were in a negotiated code position. It's known that the most rejected film scene because didn't conform to Toba Batak values was the first child from the Batak tribe who married a partner from a non-Batak tribe. Apart from that, role of father in the film is'nt accordance with the Batak value elek marboru, namely respecting women, while in this film the wife and daughter are more silent. An interesting finding of the research show, although many of informants work as lawyers, they reject Batak customs which require descendants of the Batak tribe to have a career in the legal field.

Keywords: Cultural Values, Reception Analysis, Boomer Generation, Film..

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