

ABSTRACT

Reception Among Female Audiences In The Late Teenage Stage Examining Educational Messages (Stuart Hall's Reception Analysis in the Film Like & Share)

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Indonesia is facing a sexual violence emergency. The film "Like & Share" is a film that raises awareness about the lives of teenagers, which are still considered taboo by society, such as sexual violence orientation and the struggle of victims to build a society that understands and helps prevent it. The purpose of this study is to determine how late adolescent girls interpret sexual violence education messages. The researchers used Stuart Hall's Reception Analysis with a qualitative descriptive method. The preferred reading of this study is as a means of educating and understanding sexual violence by preventing the number of violence from decreasing and survivors can recover by building a society that understands and helps prevent it. Based on the results of interviews with four informants, one informant was in the position of Negotiated Reading meaning which was obtained based on the field of experience and three informants were in the position of Dominant-Hegemonic Reading meaning based on the frame of reference. The results of this study show that all four informants agree with the preferred reading of the film "Like & Share" but one informant rejects the problem solving presented in the film.

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