

## ABSTRACT

### ***Interpretation of Male Audiences to Parent-Child Parenting Styles (Stuart Hall Reception Analysis of Jin Young Soon's Character in the Korean Drama "The Good Bad Mother")***

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The Korean drama "The Good Bad Mother" is one of the Korean dramas that raises the issue of the parenting style of a single mother to her son. As for preferred reading of this drama, every mother realizes death is inevitable so they try to give their children the best inevitable so they try to give the best to their children in their unique ways in their own unique way. The purpose of this study is to find out the meaning of parent-child parenting styles in the Korean drama "The Good Bad Mother" by the audience. This study uses a descriptive qualitative approach with the reception analysis method of the Stuart Hall encoding-decoding model. The data collection technique used was in-depth interviews with four informants. Researcher used the criteria of male informants from generations Z and Y and had watched the Korean drama "The Good Bad Mother" from episodes 1-14. As a result of this study, the informant produced two positions of meaning, namely the negotiation position and the opposition. Three informants who produced the negotiation positions believed that Jin Young Soon's parenting style was harsh and unnatural, but she had good intentions. Meanwhile, another informant, produced an opposition interpretation rejecting Jin Young Soon's parenting style because it is too harsh and will have a negative impact on the child's future. The diverse interpretations of the audience are based on two factors, namely the experience and background of each informant. Researcher concluded that the informants' meaning is most influenced by the experience of interaction with their mothers.

**Keywords:** Reception Analysis, Korean Drama The Good Bad Mother, Parent-Child Parenting Style.

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