

ABSTRACT

Reception Analysis of Advocacy on Fishermen's Poverty as a Marginalized Group (Analysis of Reception in the Documentary Film "Angin Timur" by Activist Audiences)

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The problem of fishermen's poverty in Indonesia continues and is often ignored by many, especially the government. The documentary film "Angin Timur" attempts to highlight this reality and advocate for the issues faced by fishermen as a marginalized group in Indonesia. The purpose of this research is to understand how activist audiences interpret the advocacy message of fishermen's poverty in the documentary. The researcher uses Stuart Hall's Reception Analysis method with qualitative research methodology. The preferred reading of this research is the systemic injustice faced by fishermen, which necessitates support and policy changes for their welfare. Based on interviews and analyses with three informants, all informants are positioned in the dominant-hegemonic reading. This indicates that the contextual factors of profession and experience are the most influential in how informants interpret the message conveyed by "Angin Timur." The results show that activist audiences regard "Angin Timur" as a strong representation of fishermen's poverty, which can raise awareness and drive social action concerning fishermen's conditions. This research also demonstrates that activist audiences perceive alternative media as more objective and relevant in voicing marginalized perspectives and supporting social change for marginalized groups.

Keywords: Reception Analysis, Advocacy, Fishermen's Poverty, Activist Audiences, Documentary Film.

Libraries : 49

Publication Years : 2014 – 2024