

ABSTRACT

Audience Interpretation of Political Transparency in the Documentary Film "Dirty Vote" (A Reception Analysis Study Among Generation Z and Millennials)

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Dirty Vote is a documentary film focused on political transparency, released in 2024, precisely one week before the election. This film presents a wealth of data and documents, ranging from news reports to survey results. In addition to data presentation, the film also provides analysis and connects various data points. This study aims to understand the interpretation of Generation Z and millennials regarding political transparency as presented in the documentary *Dirty Vote* in the context of the 2024 presidential election. This study employs a qualitative approach with reception analysis methods. Data collection was conducted through in-depth interviews with informants selected via purposive sampling, namely Generation Z and millennials who participated in the 2024 election and had watched the film. The findings of this study indicate that the interpretation is dominated by three informants in the negotiated position, specifically informants 1, 2, and 3. Additionally, one informant was in the dominant-hegemonic position, specifically informant 4. The preferred reading from this study is derived from the conclusions presented by the three speakers in the film, stating that the fraud occurring before the election was planned jointly with those in power for ten years, without requiring political intelligence. An interesting finding from this study is the absence of informants in the opposition position. Additionally, informants with professional backgrounds in social media and creative fields tend to be in the negotiation position, as their professions always require them to filter information on the internet carefully and critically. In conclusion, the audience's interpretation of political transparency in the film "Dirty Vote" is predominantly in the negotiation position.

Keywords: Political Transparency, Dirty Vote, Presidential Election, Documentary Film.

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