

ABSTRACT

The Meaning of Communal Culture in the Film A Man Called Otto (Analysis of Reception by the Millennial Generation in Gated Urban Communities)

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This research aims to determine the audience's meaning of communal culture in the film A Man Called Otto among the millennial generation in urban gated communities. The film "A Man Called Otto" tells the story of Otto, a grumpy old man who changes his outlook on life after meeting a new neighbor, Marisol. This film depicts the mutually helpful interactions between Otto and his neighbors. The preferred reading in this research is the importance of hope, acceptance of differences, and concern that we all need each other by mingling and helping each other. This research uses a reception analysis method with a qualitative descriptive approach. The criteria for informants are men and women from the millennial generation who live in urban gated communities and have watched the film A Man Called Otto at least once from start to finish. Based on the results of interviews with the four informants, three informants produced a meaning position, namely dominant-hegemonic reading, meaning that the informants interpreted the message according to what was conveyed in the film A Man Called Otto. Meanwhile, an informant is in a meaning position, namely Optional/Counter Hegemonic Reading, meaning that the informant interprets the message conveyed differently in the film A Man Called Otto. The contextual factors that most influence the informant's meaning are the individual's experience of living in housing that is classified as a gated community and the length of stay. Other factors that also influence are cultural values, especially rules in urban gated communities, as well as the influence of family members, especially partners.

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