

ABSTRAK

ANALISIS RESEPSI PENONTON TERHADAP MAKNA NORMALISASI PELECEHAN SEKSUAL PADA FILM DEAR DAVID

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Film *Dear David* merupakan film drama fantasi romantis remaja yang mengusung tema isu anak remaja salah satunya berupa pelecehan seksual, terdapat adegan-adegan tajam yang menjadi kontroversial sejak rilisnya film ini. Tujuan penelitian ini untuk mengetahui resepsi penonton terhadap makna normalisasi pelecehan seksual pada film ini. Penelitian berbentuk kualitatif deskriptif dan teknik analisis data melalui wawancara mendalam dan dokumentasi terhadap enam informan, dengan memilih analisis resepsi milik S. Hall model *encoding* dan *decoding* serta teori pendukung *uses and effect*. Hasil penelitian menunjukkan dari lima *scene* dalam film *Dear David* yang mengarah kepada seksualitas, empat *scene* didominasi oleh *dominant hegemonic position*, sedangkan satu *scene* terakhir didominasi oleh *opposition position*. Penelitian ini menghasilkan dua sisi pada khalayak, pertama sisi positif berupa ajaran untuk bertanggung jawab atas diri sendiri, dapat bersikap berani atas keadilan, jujur, peran orang tua dalam menghadapi masalah anak, menjaga privasi dan meminta maaf apabila salah. Sedangkan sisi negatif dari film ini dapat memunculkan sikap normalisasi terhadap pelecehan seksual untuk generasi muda dengan catatan jika penonton tersebut tidak dapat menangkap pesan baiknya.

Kata Kunci: Film, penelitian, pelecehan seksual

ABSTRACT

ANALYSIS OF AUDIENCE RECEPTION OF THE NORMALIZATION MEANING OF SEXUAL HARASSMENT IN DEAR DAVID FILM

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The film Dear David is a teenage romantic fantasy drama film that carries the theme of teenage issues, one of which is sexual harassment. There are sharp scenes that have become controversial since the release of this film. The purpose of this study was to find out the audience's reception of the meaning of normalizing sexual harassment in this film. The research is in the form of descriptive qualitative and data analysis techniques through in-depth interviews and documentation of six informants, by selecting S. Hall's reception analysis of the encoding and decoding model and the supporting theories of uses and effects. The results of the study show that of the five scenes in the film Dear David that lead to sexuality, four scenes are dominated by the dominant hegemonic position, while the last scene is dominated by the opposition position. This research produced two sides to the audience, first the positive side in the form of teaching to be responsible for oneself, being able to be brave about justice, being honest, the role of parents in dealing with children's problems, maintaining privacy and apologizing when wrong. Meanwhile, the negative side of this film can lead to a normalizing attitude towards sexual harassment for the younger generation, provided that the audience does not get the good message.

Keywords: *Film, research, sexual harassment*