ABSTRACT

This research focuses on the phenomenon of Influencer popularity on social media, where many individuals strive to become famous, unaware of the significant impact being an Influencer has on mental health. Mental health is a serious issue on the rise globally, vividly portrayed in the Korean drama "Celebrity." Despite the geographical differences between Indonesia and South Korea, both countries share complex mental health issues faced by the younger generation. The aim of this study is to understand how Generation Z interprets the message regarding Influencer mental health issues in the Korean drama "Celebrity." Employing a constructivist paradigm with a qualitative descriptive method, in-depth interviews were conducted with 10 Generation Z informants aged 20-24. The analysis method used is Stuart Hall's reception analysis, referencing the Encoding-Decoding communication model, categorizing the audience into three positions: dominant hegemony, negotiation, and opposition. There is variation in the interpretation of Influencer mental health issues by each informant across the 10 scenes of analysis. The research results indicate that out of the 10 informants, 2 are in the dominant hegemony position, 5 informants are in the negotiation position, and 3 informants are in the opposition position. These position differences are influenced by the background and experiences of the informants.

Keywords: Reception, Stuart Hall, Influencer Mental Health Issues, Korean Drama Celebrity