

ABSTRACT

Research entitled “Reception of Premarital Sex Messages by the Audiences in the Dua Garis Biru Film” aims to knowing audience’s reception about the meaning of the message of the impact of premarital sex contained in the Dua Garis Biru film. This research uses a qualitative method with descriptive research through the theory of reception (reception Analysis) Stuar Hall. The purpose of this research was to look at the position of the audience’s based on data that was obtained through the interview with three audience’s position readings according to the Stuart Hall concern the impact of premarital sex in the Dua Garis Biru film. The three positions are dominant reading, negotiated reading, and oppositional reading.

Based of the research result show that the audience’s in the dominant reading position, they can receive all the message delivered by the Dua Garis Biru film about premarital sex but with a different perspectives. They still reject the premarital sex, even though they are in a “relationship”.

Keywords : *Analysis of Reception, Premarital of Sex, Film.*