

ABSTRACT

Knowing the lack of mass media which reporting violence against women issues through gender and feminist perspectives, @indonesiafeminis Instagram account exists to offer an alternative media that tries to establish an environment of anti-violence against women through its contents. This article is a descriptive qualitative study that aims to examine how Gen Z followers decode an Anti-Violence Against Women content of @indonesiafeminis' based on their frame of knowledges, relation of productions, and technical infrastructures. Those decoding outputs then be classified into a Hypothetical Audience concept that consisting of dominant-hegemonic position, negotiated position, and oppotitional position. To reach the goals this study used the Audience Reception Theory by Stuart Hall as a methodological analysis; used purposive sampling as an informant selection tool; conducted in-depth interviews with each of 10 informants as data accumulation technique; used the Interactive Analytical Model by Miles and Huberman as a data anlysis tool; and used the Qualitative Coding as data reduction technique. This study shows that the majority of @indonesiafeminis' Gen Z followers decode an Anti-Violence Against Women content in a negotiated position which mostly influenced by their critical thinking, religious values, family's circumstances, and advanced exploration through other medium.

Keywords: *Audience Reception, @Indonesiafemini, Anti-Violence Against Women, Instagram Content, Gen Z Followers*