

## **ABSTRACT**

*Lifestyle is part of everyone's needs. Supported by the development of technology as well as the formation of the environment as long as they live. Competition and social situations are also one of the influence of a person to demand his lifestyle in accordance with existing trends. One of the technologies that affect the development of a person's lifestyle is from the film. Film is one from mass communication that is often enjoyed by the public as a medium of entertainment. Orang Kaya Baru movie that directed by Ody C. Harahap, tells the story of the life of a simple family who lives a mediocre life, suddenly becomes rich and leads a consumptive lifestyle.*

*This study uses a constructivist paradigm with qualitative descriptive research methods, through the Stuart Hall reception analysis approach. Reception analysis views society as an active audience to provide and produce meaning from media text impressions. The purpose of this study is to describe and determine the position of audience meaning according to Stuart Hall, namely the three positions of meaning towards consumerism.*

*This research will show that the meaning of the four audiences towards the film Orang Kaya Baru has different result. One of 9 units of scene analysis studies by the author, the position of the informant in receiving the message of consumerism in the film Orang Kaya Baru is dominated by the position of the informant in the Oppositional Position, where each scene displays different consumerism material. Then, there are also several informants who are in the Dominant Position and the Negotiation Position.*

**Keywords: Analysis Reception, Consumerism, Audience Meaning, Life Style, Orang Kaya Baru Movie**