

ABSTRACT

Film is an entertainment medium created by humans as a work of art related to various aspects of life. The film presents a story and event which contains educative and persuasive information. The film Gara Gara Warisan directed by Muhadkly Acho raised the theme of family conflict. The meaning of the audience in this film scene is the background of this research to see the reception of the audience's position. This study aims to determine the audience's position in interpreting family conflict in the Gara Gara Warisan film by using Stuart Hall's reception theory analysis. The reception analysis sees that audiences can be active in producing and interpreting information from the media. The informants in this study are generation Z with an age range of 20-22 years from different backgrounds and have watched the Gara Gara Warisan film. This study uses the constructivism paradigm with a descriptive qualitative research method with data collection techniques using in-depth interviews with informants. The results of the study show that there are differences in the meaning generated by each informant in interpreting family conflict from the 8 scenes of the analysis unit. The results showed that there were 1 informant categorized in The Dominant Hegemonic Position, 2 informants in The Negotiated Position and 7 informants in The Opposite Position. Differences in the position of the informants were influenced by differences in educational background, age, understanding and experience of the informants.

Keywords: *Reception Analysis, Stuart Hall, Family Communication, Family Conflict, Film Gara Gara Warisan*