

ABSTRACT

Masculinity is a concept that exists because it is caused by social contraction in society that is not bound by gender, meaning that its nature can be exchanged between men and women. Masculinity values can be described through mass media such as film, because film is a visual mass communication that is popular with many people and can describe the social reality that exists in society. The film Nanti Kita Tell About Today is a film adapted from a novel with the same title by Marcella FP. Tells a complicated family conflict and causes all family members to have different traits/characters. This study uses descriptive qualitative methods and uses a construction paradigm and uses Stuart Hall's theory of friendliness analysis. Audiences consume media and receive messages differently because they are influenced by the backgrounds and experiences of the audiences themselves. This study aims to determine the position of the audience's meaning of masculinity in the Nanti Kita Cerita Tentang Hari Ini based on Stuart Hall's 3 positions. From the 7 units of analysis studied, it shows that the four informants' positions are in the Dominant Position where each scene displays a different masculinity value and there are also several informants who are in the Negotiated Position and Oppositional Position.

Keywords: *Reception analysis, Masculinity, Audience, Nanti Kita Cerita Tentang Hari Ini Movie*