

ABSTRACT

Dear David is a Netflix Indonesia film that tells the story of a high school student who faces trouble after his fantasy blog, containing sexual explorations, is exposed. The film even trended as the number-one show on Netflix Indonesia during its release period. This research discusses the audience's understanding of sexuality issues depicted in several scenes of the film. The research method is a qualitative descriptive approach. Primary data is from interviews, and secondary data comes from film documentation, books, journals, and other references. The researcher conducted in-depth interviews with several informants to determine the analysis of specific scenes and the audience's understanding of the messages conveyed in those scenes. The results of these interviews were analyzed using Stuart Hall's reception analysis to examine how the messages created by the film's producers (encoding) can be received by the audience (decoding), which will later be categorized into three positions of message reception by the audience: Dominant-Hegemonic Position, Negotiated Position, and Oppositional Position. Most of the audience received the message conveyed by the filmmakers through the film without any negotiation or alternative interpretation, which can be described as dominant.

Keywords: *Reception, Dear David, film, Sexuality, Scene.*