

ABSTRACT

Films are produced as a medium to convey moral messages to their target audience. As a communication medium, films are considered effective in encoding messages, which are then understood and decoded by the audience. Black Swan is a psychological thriller film that communicates messages related to Leon Festinger's cognitive dissonance theory through the depiction of its main character, Nina, who exhibits inconsistencies between her attitudes, thoughts, and behaviors. This study aims to explore audience interpretations and positions using Stuart Hall's reception analysis framework, which includes the Dominant-Hegemonic Position, Negotiated Position, and Oppositional Position. The research employs a qualitative method within the constructivist paradigm and applies Stuart Hall's reception analysis. The subjects of this study are members of Generation Z in Bandung, West Java, who have watched Black Swan and provided their interpretations of cognitive dissonance through eight selected scenes from the film. The results reveal that out of 10 informants, six occupy the Dominant-Hegemonic Position, one occupies the Negotiated Position, and three occupy the Oppositional Position in decoding the film's cognitive dissonance messages.

Keywords: *Cognitive Dissonance, Reception Analysis, Film, Black Swan, Generation Z*