

ABSTRACT

The issue of the sandwich generation has created debate in society, some sandwich generations can carry out dual roles but some cannot carry out dual roles. The phenomenon of the sandwich generation is one of them depicted in the film Home Sweet Loan. Seeing the large number of sandwich generations in Indonesia, this phenomenon needs to be studied further. This study aims to determine the acceptance of messages about the sandwich generation in the film Home Sweet Loan by viewers from three different generations, namely generations X, Y, and Z. The method used is qualitative with data collection techniques, namely in-depth interviews with 15 informants, 5 people from generation X, 5 people from generation Y, 5 people from generation Z to explore their perceptions and interpretations of the film's messages. The results of the study show that generation X tends to be in a dominant and negotiating position, with acceptance influenced by collectivism values and life experiences. Generation Y is in a negotiating position with a tendency to balance traditional values. Meanwhile, generation Z mostly occupies an opposition position, showing rejection of unfair sacrifices and demanding a more balanced distribution of responsibilities. This study strengthens Stuart Hall's reception theory which states that the audience is active in interpreting media messages according to their experiences and values. These findings provide important insights for filmmakers and stakeholders in understanding the social dynamics of the sandwich generation in Indonesia.

Keywords: *Sandwich Generation, Reception Theory, Home Sweet Loan Movie*