

## TABLE OF CONTENT

|  |           |
|--|-----------|
| <b>LEMBAR PENGESAHAN.....</b>  | <b>i</b>  |
| <b>PERNYATAAN BEBAS PLAGIASI.....</b>                                  | <b>ii</b> |
| <b>ACKNOWLEDGEMENT.....</b>  | <b>1</b>  |
| <b>ABSTRACT.....</b>   | <b>2</b>  |
| <b>TABLE OF CONTENT.....</b>   | <b>3</b>  |
| <b>TABLE OF FIGURES.....</b>   | <b>5</b>  |
| <b>TABLE OF TABLES.....</b>  | <b>6</b>  |
| <b>CHAPTER I.....</b>  | <b>7</b>  |
| A. Background.....   | 7         |
| B. Research Question.....  | 11        |
| C. Research Purposes.....  | 12        |
| D. Research Significance.....  | 12        |
| E. Theoretical Framework.....  | 12        |
| 1. Film Audience.....  | 12        |
| 2. Portrayal of Culture in Indonesian Media.....                       | 14        |
| 3. Theory of Reception.....  | 17        |
| F. Conceptual Framework.....   | 20        |
| G. Methodology.....  | 24        |
| 1. Research Method.....  | 24        |
| 2. Data Collection Technique.....                                      | 25        |
| 3. Data Analysis Technique.....  | 26        |
| 4. Subject of Research.....  | 26        |
| 5. Object of Research.....   | 28        |
| <b>CHAPTER II.....</b>   | <b>29</b> |
| A. Portrayal of Batak Culture in Movies.....                           | 29        |
| a. Batak Culture in Indonesian Society.....                            | 29        |
| b. The Trend of Batak Culture Portrayals in Movies.....                | 32        |
| c. Batak Filmmakers and Their Works.....                               | 35        |
| d. Audience Perception of Batak Culture Portrayal.....                 | 37        |
| B. Research Studies on Indonesian Movie Audience.....                  | 39        |
| a. Portrayal of Minorities and their Culture in Indonesian Movies..... | 39        |
| b. Studies on Portrayal of Culture in Indonesia.....                   | 40        |
| <b>CHAPTER III.....</b>  | <b>45</b> |
| A. Selection and Profile of Research Informants.....                   | 45        |
| B. Description of Research Object.....                                 | 53        |

|  |            |
|--|------------|
| 1. Overview of the Film “Ngeri-Ngeri Sedap”.....   | 53         |
| 2. Scenes selected for reception and meaning-making process.....   | 54         |
| <b>CHAPTER IV.....</b>   | <b>57</b>  |
| A. The Result of Reception Process towards Each Scenes.....  | 57         |
| a. Reception of Scene #1.....  | 57         |
| b. Reception of Scene #2.....  | 61         |
| c. Reception of Scene #3.....  | 64         |
| d. Reception of Scene #4.....  | 67         |
| e. Reception of Scene #5.....  | 70         |
| f. Reception of Scene #6.....  | 73         |
| g. Reception of Scene #7.....  | 76         |
| h. Reception of Scene #8.....  | 78         |
| i. Reception of Scene #9.....  | 80         |
| j. Reception of Scene #10.....   | 84         |
| B. Audience Positioning of Batak Elements Portrayed in the Film.....   | 87         |
| a. Reception of Batak Language Portrayed.....  | 89         |
| b. Reception of Clothings Portrayed.....   | 93         |
| c. Reception of Habits Portrayed.....  | 99         |
| d. Reception of Arts and Ceremonies Portrayed.....   | 105        |
| e. Reception of Family Relationships Portrayed.....  | 110        |
| C. Standouts in the Pattern of Reception Results.....  | 120        |
| D. How “Ngeri-Ngeri Sedap” Movie Addresses the Issue of Portrayal of Culture in Indonesian Movie Industry..... | 125        |
| <b>CHAPTER V.....</b>  | <b>131</b> |
| <b>Closing.....</b>  | <b>131</b> |
| A. Conclusion.....   | 131        |
| B. Suggestion.....   | 134        |
| <b>REFERENCES.....</b>   | <b>136</b> |
| <b>APPENDIX I.....</b>   | <b>144</b> |
| <b>APPENDIX II.....</b>  | <b>145</b> |
| <b>APPENDIX III.....</b>   | <b>149</b> |