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**Interpreting 'Green Flag' Man in Heteronormative Relationship: Audience Reception Analysis Towards
Choi Ung's Character in Our Beloved Summer (2021)**
Jenika Almas Shorfina, Mashita Phitaloka Fandia Purwaningtyas, S.I.P., M.A.
Universitas Gadjah Mada, 2025 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRAK

Penelitian ini mengkaji bagaimana audiens perempuan Gen Z di Indonesia menginterpretasikan Choi Ung, tokoh utama pria dalam *Our Beloved Summer* (2021), sebagai sosok pria '*Green Flag'* dalam hubungan heteronormatif. Penelitian ini berfokus pada bagaimana para audiens menilai karakter Choi Ung berdasarkan kerangka '*Green Flag' man* dari Dr. Ali Fenwick (2024), yang mencakup sifat-sifat seperti *genuine*, *respect*, *empathize*, *elevate*, dan *nurture*. Dengan menggunakan *Audience Reception Theory* dari Stuart Hall dan kerangka *participatory analysis* dari Livingstone, penelitian ini mengeksplorasi bagaimana sifat-sifat tersebut dipersepsikan oleh audiens dan bagaimana interpretasi mereka mempengaruhi harapan dan keyakinan mereka tentang hubungan. Wawancara mendalam dengan enam audiens perempuan Indonesia memberikan wawasan tentang bagaimana atribut '*Green Flag'* membentuk pemahaman mereka terhadap hubungan yang sehat, serta bagaimana persepsi tersebut mencerminkan ideal maskulinitas dan hubungan romantis yang terus berkembang. Temuan penelitian ini mengungkap peran signifikan representasi media dalam membentuk ekspektasi hubungan modern dan memberikan kontribusi dalam memahami dampak representasi pria positif dalam masyarakat kontemporer.

Kata Kunci: Resepsi Audiens, Choi Ung, Pria '*Green Flag'*, Hubungan Heteronormatif, Audiens Perempuan Indonesia

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ABSTRACT

This research examines how Indonesian female Gen Z audiences interpret Choi Ung, the male lead in *Our Beloved Summer* (2021), as a 'Green Flag' man in heteronormative relationships. The research focuses on how these audiences assess his character based on Dr. Ali Fenwick's (2024) framework of 'Green Flag' man, which includes traits such as genuine, respect, empathize, elevate, and nurture. Using Stuart Hall's Audience Reception Theory and Livingstone's participatory analysis framework, the research explores how these traits are perceived by the audiences and how their interpretations influence their expectations and beliefs about relationships. In-depth interviews with six Indonesian female audiences provide insights into how the 'Green Flag' man attributes shape their understanding of healthy relationships, and how these perceptions reflect evolving ideals of masculinity and romantic partnerships. The findings reveal the significant role of media portrayals in shaping modern relationship expectations and contribute to understanding the impact of positive male representations in contemporary society.

Keywords: Audience Reception, Choi Ung, 'Green Flag' Man, Heteronormative Relationship, Indonesian Female Audiences