

ABSTRACT

This research explores how Indonesian Gen Z and Millennial audiences receive and interpret Lembayung as an Alpha Female figure in the film *Sultan Agung: Throne, Rebellion, and Love* (2018). It focuses on how these audiences assess her character through Maslow's (1939) Dominant Women characteristics, which comprise traits such as Low Feelings of Inferiority, High Self-esteem, Sociability, Fearlessness, and Self-Confidence. This study also embeds a cultural theory perspective to examine how these traits are interpreted within the context of contemporary Indonesian gender norms and cultural values. By employing Stuart Hall's Audience Reception Theory alongside Livingstone's participatory analysis framework, the study examines how these traits are perceived and how such interpretations shape the audience's perspective on the concept of the alpha female. In-depth interviews with four audiences reveal how each informant perceives and portrays Alpha female characteristics, reflecting them in their situation and experiences. The results of the study show that the four informants have their own meanings related to the topic of Alpha Female in the film *Sultan Agung* through *Lembayung*. This is motivated by their experience of watching Indonesian films, their exposure to gender-based content on social media, and their understanding of gender issues. They also have different ways of engaging in online discussions about alpha female issues.

Keywords: Audience Reception, Alpha Female, *Lembayung*, Indonesian Audience, *Sultan Agung; Throne, Rebellion, and Love*