

Abstrak

Fenomena hubungan tanpa status merupakan fenomena yang semakin sering ditemukan dalam kehidupan sosial masyarakat. Fenomena hubungan tanpa status merupakan fenomena yang semakin banyak terjadi di kalangan remaja dan dewasa muda. Fenomena hubungan tanpa status ini seringkali membawa dampak negatif bagi emosional yang mengalaminya. Terdapat tayangan Indonesia yang membahas mengenai fenomena sosial hubungan tanpa status ini, yaitu film “Panduan Mempersiapkan Perpisahan” yang tayang di Netflix. Penelitian ini bertujuan untuk mengetahui bagaimana resepsi Generasi Z, yang merupakan generasi paling berdampak hubungan tanpa status, mengenai pesan hubungan tanpa status dalam film “Panduan Mempersiapkan Perpisahan”. Untuk melihat resepsi audiens tersebut, peneliti menggunakan teori analisis milik Stuart Hall yang membagi resepsi audiens ke dalam tiga posisi, yaitu *dominant hegemonic position*, *negotiated position*, dan *oppositional position*. Peneliti memilih enam informan yang diwawancarai berdasarkan status romansa yang sedang dijalani. Hasil penelitian menunjukkan bahwa ketika melihat penggambaran hubungan tanpa status melalui relasi Bara dan Demi, informan masuk ke dalam posisi *dominant hegemonic position* dan *negotiated position*. Seluruh informan menyetujui bahwa hubungan Bara dan Demi adalah hubungan tanpa status. Tetapi, dalam penerimaan terhadap *preferred reading*, setengah informan tidak menyetujui beberapa poin yang ada. Kemudian, peneliti melihat bahwa penerimaan informan dipengaruhi oleh latar belakang status romansa informan, yang kemudian memengaruhi bagaimana informan menerima ataupun menolak bentuk hubungan tanpa status dalam film “Panduan Mempersiapkan Perpisahan”.

Kata kunci: hubungan tanpa status, analisis resepsi, generasi Z, film, kualitatif

Abstract

The phenomenon of situationship is a phenomenon that is increasingly found in people's social lives. The phenomenon of situationship is a phenomenon that increasingly occurs among adolescents and young adults. The phenomenon of situationship often has a negative impact on the emotions of those who experience it. There is an Indonesian show that discusses the social phenomenon of this situationship, namely the movie "Panduan Mempersiapkan Perpisahan" which airs on Netflix. This study aims to find out how the reception of Generation Z, which is the generation most affected by situationship, regarding the message of situationship in the movie "Panduan Mempersiapkan Perpisahan". To see the audience's reception, the researcher used Stuart Hall's theory of analysis which divides audience reception into three positions, namely dominant hegemonic position, negotiated position, and oppositional position. The researcher selected six informants who were interviewed based on their current romance status. The results showed that when viewing the depiction of a situationship through Bara and Demi's relationship, the informants fell into the dominant hegemonic position and negotiated position. All informants agreed that Bara and Demi's relationship was a situationship. However, in accepting the preferred reading, half of the informants did not agree with some of the points. Then, the researcher saw that the informants' acceptance was influenced by the background of the informants' romantic status, which then influenced how the informants accepted or rejected the form of a situationship in the movie "Panduan Mempersiapkan Perpisahan".

Keywords: *situationship, reception analysis, generation Z, film, qualitative*