UNIVERSITAS
GADJAH MADA
MENELISIK REPRESENTASI WACANA NUKLIR DALAM FILM OPPENHEIMER DIKALANGAN GEN Z
Alisyah Tazkia Hidayat, Dr. Andreas Budi Widyanta, S.Sos., M.,A.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRAK

Penelitian ini mengkaji bagaimana Gen Z memaknai representasi wacana nuklir dalam film Oppenheimer (2023) menggunakan kerangka Encoding-Decoding dan representasi Stuart Hall. Tujuan penelitian ini adalah mengidentifikasi konstruksi makna nuklir oleh pembuat film serta penafsirannya oleh audiens Gen Z. Metode yang digunakan adalah kualitatif dengan pendekatan analisis wacana. Lima informan dari latar belakang Sosiologi, Manajemen, Pembangunan Sosial dan Kesejahteraan, serta Teknik Nuklir dipilih secara purposif. Data dikumpulkan melalui wawancara mendalam dan analisis teks film. Hasil penelitian menunjukkan bahwa film Oppenheimer meng-encode nuklir sebagai teknologi ambivalen yang merepresentasikan paradoks antara kemajuan ilmiah dan Ancaman kemanusiaan. Proses decoding Gen Z menghasilkan tiga posisi: dominant reading (penerimaan penuh pesan moral), negotiated reading (penerimaan parsial disertai kritik terhadap representasi gender dan absennya perspektif korban), serta oppositional reading (penolakan narasi dominan dengan merekonstruksi nuklir sebagai solusi energi dan instrumen geopolitik). Keragaman pemaknaan dipengaruhi oleh latar belakang pendidikan, pengalaman generasional, literasi digital, dan paparan wacana global.

Kata Kunci: *Encoding-Decoding, Film Oppenheimer, Gen Z, Representasi, Stuart Hall, Wacana Nuklir.*

UNIVERSITAS
GADJAH MADA
MENELISIK REPRESENTASI WACANA NUKLIR DALAM FILM OPPENHEIMER DIKALANGAN GEN Z
Alisyah Tazkia Hidayat, Dr. Andreas Budi Widyanta, S.Sos., M.,A.
Universitas Gadjah Mada, 2026 | Diunduh dari http://etd.repository.ugm.ac.id/

ABSTRACT

This study examines how Generation Z interprets the representation of nuclear discourse in the film Oppenheimer (2023) using Stuart Hall's Encoding-Decoding and representation frameworks. This study aims to identify how nuclear meaning is constructed by the filmmaker and how it is interpreted by Generation Z audiences. The method used is qualitative research with a discourse analysis approach. Five informants from backgrounds in Sociology, Management, Social Development and Welfare, and Nuclear Engineering were selected purposively. Data were collected through in-depth interviews and film text analysis. The findings show that Oppenheimer encodes nuclear discourse as an ambivalent technology representing a paradox between scientific progress and the threat to humanity. The decoding process by Generation Z produces three positions: dominant reading (full acceptance of the film's moral message), negotiated reading (partial acceptance accompanied by criticism of gender representation and the absence of victims' perspectives), and oppositional reading (rejection of the dominant narrative by reconstructing nuclear discourse as an energy solution and a geopolitical instrument). The diversity of interpretation is influenced by educational background, generational experience, digital literacy, and exposure to global discourse.

Keywords: *Encoding-Decoding, Generation Z, Nuclear Discourse, Oppenheimer Film, Representation, Stuart Hall.*