

ABSTRAK

Meningkatnya *Hallyu* alias *Korean Wave* pada akhir tahun ‘90-an di Indonesia menyebabkan popularitas Korea Selatan meningkat di kalangan masyarakat Indonesia. Beragam produk budaya mulai digandrungi masyarakat Indonesia dari berbagai kalangan, termasuk drama Korea Selatan yang peminatnya sebagian besar berasal dari kaum hawa. Tanpa disadari, transmisi nilai-nilai dan norma sosial dari kacamata orang-orang Korea ikut masuk dan berkemungkinan besar memberi pengaruh terhadap audiens Indonesia, termasuk dalam hal *skinship*. Oleh karenanya, penelitian ini fokus pada analisis resepsi oleh audiens perempuan di Indonesia terhadap makna *skinship* yang muncul dalam drama *Age of Youth*. Penelitian ini menarik sebab *skinship* selaku komunikasi nonverbal sering mengalami salah interpretasi yang kemudian dapat menimbulkan dualisme makna sehingga bisa memicu kesalahpahaman, terlebih lagi dalam hubungan antara laki-laki dan perempuan. *Age of Youth* sendiri dipilih karena memenuhi kriteria penggambaran mengenai hubungan antarlawan jenis dalam kehidupan perempuan muda di zaman modern. Selain itu, dengan adanya perbedaan dalam hal rentang usia dan status hubungan turut serta memberi dampak terhadap perbedaan cara membaca suatu adegan *skinship*, walau kemudian pada akhirnya latar belakang kultural—terutama dari segi konteks personal dan religiositas—yang ternyata lebih mampu memberi wawasan mengenai pentingnya analisis resepsi serta penjelasan tentang motif setiap subyek penelitian dalam menerima, menolak, atau bersikap netral terhadap adegan-adegan *skinship* dalam drama tersebut.

Kata kunci: analisis resepsi, interpretasi, audiens perempuan, *skinship*, hubungan, drama Korea Selatan

ABSTRACT

*The rise of Hallyu or Korean Wave at the end of the 90's in Indonesia caused South Korea's popularity to increase among the people of Indonesia. Numerous Korean cultural products gained wide fame from Indonesians, including South Korean dramas which piqued interests mostly from women. This could also transmit the values and social norms of Korean's way of life that possibly gives a chance to influence the audiences. It could be about lifestyle, the changes in interaction, including how they see skinship in every relationship. Therefore, this research focuses on the interpretation of the female audience about skinship in men and women relationships in South Korean drama *Age of Youth*. This research is interesting because skinship, as a part of nonverbal communication, often misinterpreted that could lead to complex meanings and misunderstandings, especially between men and women. *Age of Youth* was chosen because it represents the relationship between men and women in this modern era. Furthermore, with a variety of different relationship status and ages among the subjects, it could also give us some insights about the importance of reception analysis and how each person's cultural background plays an important role in accepting, rejecting, or being neutral towards a media content. But in the end, it turned out that the personal context of each subject—especially the faith and worship things—contributed more within the reception process than the variety of different relationship status and ages.*

Keywords: reception analysis, interpretation, female audience, skinship, relationship, South Korean drama