

ABSTRAK

Motif ekonomi menjadi salah satu alasan utama kepergian tenaga kerja wanita ke luar negeri. Film *Minggu Pagi di Victoria Park* memberi informasi motif ekonomi sebagai alasan kepergian TKW legal dan ilegal ke negara Hong Kong. Motif ekonomi paling kuat tergambar dari keinginan TKW memenuhi kebutuhan hidup sehari-hari bagi diri sendiri dan orang lain. Isu motif ekonomi TKW jarang diangkat oleh media massa Indonesia. Selain isu motif ekonomi TKW, *MPdVP* memiliki fakta-fakta menarik lain. Pertama, *MPdVP* termasuk salah satu dari enam film bertema tenaga kerja wanita di tahun 1998-2014. Kedua, tema perempuan dibuat oleh sutradara, produser dan penulis skenario perempuan.

Berdasarkan berbagai fakta *MPdVP*, penelitian bermaksud mengetahui pemaknaan penonton terhadap motif ekonomi tenaga kerja wanita di dalam film *Minggu Pagi di Victoria Park* karya Lola Amaria. Penelitian penonton film dilakukan kepada tiga perempuan dan tiga laki-laki yang tinggal di berbagai daerah di Pulau Jawa. Praktek pemaknaan penonton dianalisa menggunakan teori resepsi Stuart Hall. Stuart Hall membagi posisi penonton menjadi tiga, yaitu *dominant-hegemonic position*, *negotiated position* dan *oppositional position*.

Analisa penelitian menunjukkan keberagaman sikap penonton film (heterogen). Pertama, motif ekonomi dipahami secara sejalan dengan paparan para ahli. Kedua, contoh & asal motif ekonomi TKW dan pemahaman TKW didominasi pengetahuan dari pengalaman film *MPdVP*. Ketiga, tindakan ekonomi selain bekerja sebagai TKW adalah bekerja tambahan, berhutang dan berusaha/berdagang. Keempat, keberadaan lembaga kredit disambut sikap setuju, setuju bersyarat/netral dan tidak setuju. Kelima, pemahaman motif ekonomi TKW didapat secara seimbang dari pengalaman lingkungan sosial & budaya, media dan film *MPdVP*. Keenam, pengaruh film *MPdVP* saat mengonsumsi media massa tidak dapat langsung diposisikan ke *dominant-hegemonic*.

Kata-kata kunci: kajian film, resepsi, penonton, motif ekonomi, tenaga kerja wanita dan sutradara perempuan.

ABSTRACT

Economic motives become the main reasons of women migrant workers (WMW) go to other country. *Minggu Pagi di Victoria Park* film gives economic motives information as reason of women migrant workers legal and illegal go to Hong Kong. The most powerful of economic motives can be seen from WMW's desire to fulfill daily life needs for themselves and others. Economic motives of WMW issue rarely published by Indonesia mass media. Besides economic motives of WMW issue, *MPdVP* have another interesting facts. First, *MPdVP* including one of six theme WMW film in 1998-2014. Second, female theme created by female director, female producer and female screenwriter.

Based on *MPdVP*'s facts, this research intends to know filmgoers meaning of women migrant workers's economic motives in *Minggu Pagi di Victoria Park* film created by Lola Amaria. The research of filmgoers done to three women and three men who stay in various Java's region. Filmgoers meaning were analyzed using Stuart Hall reception's theory. Stuart Hall divides filmgoers into three positions. There are dominant-hegemonic position, negotiated position and oppositional position.

Research analysis show diversity of filmgoers's attitudes (heterogeneous). First, the economic motive understood in line with experts exposure. Second, example & origin of WMW's economic motives and WMW's understanding dominated by knowledge from *MPdVP*'s experience. Third, economic measures beside working as women migrant worker is having extra job, debt and trade. Fourth, the existence of credit institutions have many opinions. There are agree, conditional/neutral and disagree. Fifth, the understanding of WMW's economic motive balanced by experience of social & cultural environment, media and *MPdVP* film. Sixth, the influence of *MPdVP* film when consuming mass media can not be directly means filmgoers are in dominant-hegemonic position.

Key words: *film study, reception, filmgoers, economic motives, women migrant worker and female director.*