

ABSTRAK

Penelitian ini menganalisis resepsi isu *stay-at-home dad* dalam film Dua Hati Biru dengan menggunakan teori analisis resepsi Stuart Hall. Film ini dipilih karena menggambarkan peran ayah yang menjalankan tanggung jawab rumah tangga, sebuah fenomena yang masih dianggap tabu di masyarakat. Penelitian ini berfokus pada interpretasi khalayak terhadap isu tersebut melalui wawancara dengan sepuluh informan yang telah menonton film. Data dikumpulkan menggunakan metode observasi, wawancara mendalam, dan dokumentasi, serta dianalisis dengan pendekatan kualitatif. Hasil penelitian menunjukkan tiga posisi resepsi khalayak: *dominant*, *negotiation*, dan *oppositition*. Sebagian besar informan dengan pandangan dominan menerima isu ini sebagai realitas sosial modern yang logis. Informan dengan posisi *negotiation* cenderung memadukan pandangan tradisional dan modern, menerima konsep "*stay-at-home dad*" dengan syarat tertentu. Sementara itu, informan dengan posisi *oppositition* menolak konsep tersebut berdasarkan norma budaya dan agama. Penelitian ini menyoroti faktor-faktor seperti pendidikan dan usia dalam memengaruhi persepsi khalayak terhadap isu *gender* ini.

Kata kunci: Analisis resepsi, *Stay-at-Home Dad*, Film.

ABSTRACT

This study analyzes the reception of the stay-at-home dad issue in the film Dua Hati Biru using Stuart Hall's reception analysis theory. This film was chosen because it depicts the role of a father who carries out household responsibilities, a phenomenon that is still considered taboo in society. This study focuses on the audience's interpretation of the issue through interviews with ten informants who have watched the film. Data were collected using observation methods, in-depth interviews, and documentation, and analyzed using a qualitative approach. The results of the study show three audience reception positions: dominant, negotiation, and opposition. Most informants with dominant views accept this issue as a logical modern social reality. Informants with a negotiation position tend to combine traditional and modern views, accepting the concept of "stay-at-home dad" with certain conditions. Meanwhile, informants with an opposition position reject the concept based on cultural and religious norms. This study highlights factors such as education and age in influencing audience perceptions of this gender issue.

Keywords: Reception Analysis, Stay-at-Home dad, film.

