

ABSTRACT

Technological developments have shifted several cultures so that they present new phenomena in the community. The high rates of spreading fake news, crime, mental disorders, and suicide are experienced by many productive age social media users. This study aims to determine the audience's position and describe the meaning of technological determinism messages using Stuart Hall's reception theory analysis. Research informants are people of productive age ranging from 17-24 years from different backgrounds who have watched the film "*The Social Dilemma*". This study uses a constructivist paradigm with qualitative-descriptive research methods with data collection techniques using in-depth interviews. The results showed that there were differences in meaning produced by each informant in interpreting the message of technological determinism from the 14 scene unit analysis. 6 informants are categorized in *The Negotiated-Code position*, 5 informants in *The Dominant-Hegemonic Position*, and 3 informants in *The Opposite Code*. This position is influenced by differences in educational background, culture, age, and collective experience. After the informant understood the meaning of technological determinism and watched the movie "The Social Dilemma" again, the informant felt sad, afraid, and worried about his real life. 6 of the 14 informants, their meanings and beliefs changed according to the experiences and views of the information presented in the film. However, some of the informants interpret the messages and information they get in the film, because they have a different understanding of what is conveyed in the film.

Keywords: *reception analysis, technological determinism, social media, The Social Dilemma Film, teenagers*