

Abstract

Entrepreneurial values are something that an entrepreneur should ideally have, in order to be successful and develop in running his business. Now to start learning the values of Entrepreneurship, we can access it through various types of media or platforms, and one of them is through film media. Film is a form of mass communication that has a very wide audience reach and can be packaged creatively as well as entertaining, making it more interesting. Filosofi Kopi 2 is a sequel to the previous film of the same title and directed by Angga Sasongko. Tells about the journey of two friends Ben & Jody in facing various challenges & obstacles to build a Filosofi Kopi shop. Informants in this study are students who have an interest in the business world and have watched the Filosofi Kopi film. This study uses a constructivist paradigm with qualitative-descriptive research methods and a reception analysis approach from Stuart Hall. In reception analysis, it is seen that the audience can be active in producing the meaning of a media text. The purpose of this study is to describe and determine the position of meaning of the audience based on the 3 positions of meaning from Stuart Hall on the values of entrepreneurship. Of the 11 units of analysis studied by the author, the position of the audience's meaning in receiving the message of entrepreneurship in the Filosofi Kopi 2 film is dominated by the dominant position, which in each scene shown displays different values of entrepreneurship. Then there are also some informants who are in the negotiated position and the oppositional position.

keywords: *Entrepreneurship values, Filosofi Kopi 2 Film, Reception Analysis, audience, entrepreneurship*