

## ABSTRACT

*Hello Counselor is a reality show format television program broadcast by the Korean Broadcasting System (KBS) television station. The show is helmed by executive producer Kwon Yong-taek and hosted by famous Korean entertainers such as Shin Dong-Yeob, Jeong Chan Woo, Kim Tae Kyun, and Lee Yeong Ja. In episode 301 with the title "Why I Take it off?" (in Indonesian it means "Should I take it off") tells the story of a 32-year-old woman from Uzbekistan named Hong Hana. He shared his experience while living in Korea and being discriminated against from local residents. This study uses a qualitative method with a constructivist paradigm using the Stuart Hall encoding-decoding model reception analysis technique. The researcher aims to seek understanding and acceptance of the audience in perceiving discrimination on the show Hello Counselor Episode 301. There are five informants in this study and will be positioned according to Stuart Hall's three meaning positions. In this negotiating position, the informant agrees that there is an element of discrimination in accordance with the dominant code or preferred reading but also selects which one suits him or doesn't suit him. In this dominant position, the informant fully accepts the message conveyed by the media. Informants in their opposition position rejected the dominant code or preferred reading and replaced it with an alternative reference, in this case meaning that they did not find any act of discrimination in the snippet and changed it according to their own understanding. Broadly speaking, the public can understand discrimination and accept that discrimination is a bad act..*

*Keywords: Discrimination, Television Shows, Reception Analysis*