

ABSTRACT

Body shaming or physical bullying is one of the most common forms of bullying, namely making reservations or criticizing someone's physical appearance. The phenomenon is widespread in society and even penetrates social media. Many people who don't feel physically abusive include giving names, calling others using different nicknames, and criticizing physical deficiencies. The film Imperfect tells the story of how the issue of physical harassment of a person in society provides a certain experience for the audience who watches it. This study used a qualitative-descriptive research method using Stuart Hall's reception analysis theory. Reputation analysis focuses on audience acceptance of codes which are then categorized into three audience positions namely dominant position, negotiating position, and opposite position. The audience in the reception is said to be an active producer of meaning, not only as a consumer but also as a giver of meaning. The results showed that there were no informants who were in the opposite position because all informants agreed with the aspects contained in the Imperfect film which contained the issue of physical bullying.

Keywords: Acceptance Analysis, Youth, Physical Abuse, Imperfect Movie