

ABSTRAK

There are still many shows in Indonesia that often depict women with unreal images. Women are often domesticated in the film industry. The film Black Panther: Wakanda Forever released a film with the main superhero character being dominated by the female gender. This research aims to analyze how audiences understand the messages they receive and the extent to which audiences interpret these messages from three different perspectives, namely dominant, negotiation and opposition. This research uses a qualitative research method with the reception analysis method of Stuart Hall's theory. The results of this research were found to be dominated by the dominant meaning of the messages in the film, followed by the meaning of negotiation and then opposition. The conclusion of this research is that female viewers receive messages with dominant meaning, negotiation, and opposition to resistance to domestication in the film Black Panther: Wakanda Forever.

Keywords: Reception, Female superhero, Domestication, Black Panther.