

ABSTRACT

The phenomenon of male body idealization portrayed in the media has undeniably shaped standards of how an ideal man is perceived. There is a growing tendency to perceive men based on visual appearance rather than their full capacity as individuals, also known as objectification. Objectification is also a recurring element found across various forms of media, including film, one of which is Dear David. This study aims to understand how female adolescents, as the film's audience, interpret the objectification messages presented in the film through the lens of Stuart Hall's reception theory: dominant-hegemonic position, negotiated position, and oppositional position. This research uses a qualitative method with a constructivist paradigm and applies both Stuart Hall's reception theory and Nussbaum's objectification theory as the analytical framework. The study focuses on female adolescent audiences, with interpretations drawn from five selected scenes in Dear David that represent sexual objectification. The findings show that most informants interpret the film from dominant and negotiated positions, with no interpretations found in the oppositional position. Through Nussbaum's objectification theory, the informants primarily interpret the objectification in Dear David as reflecting the values of violability, reduction to body, and instrumentality.

Keywords: Sexual Objectification, Reception Analysis, Dear David Film, Female Adolescent.