

ABSTRACT

This study aims to analyze the reception of the film Yuni (2021) by women in rural Katapang, who are faced with traditional norms that limit women's freedom. The film Yuni raises the issue of women's emancipation in the context of patriarchal culture through the story of a teenage girl who rejects early marriage for the sake of education. With a qualitative approach and Stuart Hall's reception theory, this study involved 10 female informants who were divided based on their level of education. Informants were asked to watch the film Yuni and interviews were conducted to understand their positions: dominant, negotiating, or oppositional. The results showed that the majority of informants were in a dominant position, who accepted the film's message about the struggle for women's emancipation. Some informants were in a negotiating position, acknowledging women's struggles but questioning the depiction of certain realities in the film. A small number were in an oppositional position, rejecting several scenes that reinforced patriarchal norms. This study confirms that film can be an important tool for raising awareness of gender equality and fighting for women's rights, especially in traditional societies.

Keywords: Women's Emancipation, Feminism, Film Yuni 2021, Film Reception, Audience Reception