

ABSTRACT

This study aims to analyze audience reception of Raisa's personal branding in the documentary film Harta Tahta Raisa (HTR) using Stuart Hall's reception theory. The film depicts Raisa's career journey and personal life, which audiences interpret diversely according to their backgrounds, cultures, and experiences. This research employs a qualitative approach and reception analysis method that includes dominant, negotiated, and oppositional positions. The study involved 21 ordinary informants selected through criterion sampling. The results show three audience interpretation positions consistent with Stuart Hall's theory. In the dominant position, viewers fully accept the message portraying Raisa as a professional, hardworking, perfectionist, and loving figure. In the negotiated position, viewers acknowledge the film's success in presenting Raisa's personal branding but criticize the portrayal that is considered arranged. Meanwhile, in the oppositional position, viewers argue that the film is incomplete and overly focused on Raisa's positive side, making her appear perfect. The study concludes that there is diversity in audience meaning-making of Raisa's personal branding in HTR, with the majority occupying the dominant position, indicating acceptance of the conveyed message, while others fall into negotiated and oppositional positions.

Keywords: documentary film, personal branding, Raisa, reception analysis, Stuart Hall