

**Audience Reception Analysis of the Message of the
Documentary Film "SEMES7A"
(A Case Study of Mapala UMY and Mapagama UGM Reception)**

THESIS



Authored:

Nazala Rohmi Husniyah

NPM: 2020 0710 165

COMMUNICATION AND ISLAMIC BROADCASTING DEPARTMENT

FACULTY OF ISLAMIC STUDIES

MUHAMMADIYAH UNIVERSITY OF YOGYAKARTA

2024

**Audience Reception Analysis of the Message of the
Documentary Film "SEMES7A"
(Case study of Mapala UMY and Mapagama UGM reception)**

THESIS

submitted to fulfill one of the requirements to obtain a Bachelor of Social (S.Sos)
in the Strata One (S-1) education program, Islamic Broadcasting Communication
Study Program, Faculty of Islamic Religion, Muhammadiyah University of
Yogyakarta.

By:

Nazala Rohmi Husniyah

NPM: 2020 0710 165

COMMUNICATION AND ISLAMIC BROADCASTING DEPARTMENT

FACULTY OF ISLAMIC STUDIES

MUHAMMADIYAH UNIVERSITY OF YOGYAKARTA

2024

OFFICIAL MEMO

Lamp : 4 copies.Thesis

Yogyakarta, July 7, 2024

Page : Consent

Dear Sir,

Head of the Islamic Communication and Broadcasting Department

In Yogyakarta

Assalamu'alaikum Wr. Wb

After receiving and obtaining the necessary corrections, I am of the opinion that your thesis:

Name : Nazala Rohmi Husniyah

NIM : 20200710165

Title : Audience Reception Analysis of the Message of the Documentary Film "SEMES7A"

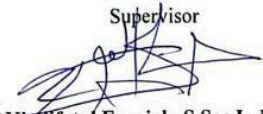
(A Case Study of Mapala UMY and Mapagama UGM Reception)

Has fulfilled the requirements to be submitted to the final examination of the Bachelor level in the Communication and Islamic Broadcasting Study Program, Faculty of Islamic Religion, Muhammadiyah University of Yogyakarta.

I hereby submit the thesis manuscript with the hope that it can be accepted and immediately do a thesis defense. Thank you for your attention.

Wassalamu'alaikum Wr. Wb

Supervisor



Kholifatul Fauziah, S.Sos.I., M.A.
NIK. 19871022201802 113 074

STATEMENT OF AUTHENTICITY

The undersigned:

Student Name : Nazala Rohmi Husnyah

NIM : 20200710165

Study Program: Islamic Communication and Broadcasting

I hereby declare that this thesis is my work and has never been submitted for a degree at any university. To the best of my knowledge in this thesis, there are no works or opinions that have been written or published by others, except as written in this manuscript and mentioned in the bibliography.

.....arta, July 7, 2024

.....arta Rohmi Husnyah

Motto

*"Because we are so small in a vast universe. Live the best life you can for the sake
of the next life."*

PRESENTATION

For my parents

Mr. M. Thohir and Mrs. Rubi'ah Kip Asmoro Ibnu Hadi

and all my beloved family in Bengkulu

Not forgetting for my friends in arms

proud alma mater:

Muhammadiyah University of Yogyakarta

Faculty of Islamic Studies

Communication and Islamic Broadcasting Study Program

SPECIAL THANKS

ALLAH SWT

My prostration to You and only at Your permission, everything is done as it should be. Thank you for all your gifts; only to you I surrender.

RASULULLAH SAW

Salawat and salam to you, O Messenger, who has taught Islam as the perfect religion of life guidance to mankind.

BOTH PARENTS

My dearest mother, thank you for your prayers and every effort to take care of me with love all the time.

My dearest father, thank you for being a wise figure for the family, like a shady tree that provides shade for anyone underneath.

THESIS SUPERVISOR

Thank you very much for the direction and advice by Mrs. Kholifatul Fauziah,

M.A.

Foreword

Bismillahirrahmanirrahim. Praise be to Allah SWT, who has bestowed His grace, taufik, and guidance so that the author can complete this thesis with the title "ANALYSIS OF AUDIENCE RECEPTION OF THE MESSAGE OF THE DOCUMENTARY FILM "SEMES7A" (Case study of the reception of Mapala UMY and Mapagama UGM)", as one of the requirements to complete the undergraduate program (S1) of the Islamic Communication and Broadcasting Study Program, Faculty of Islamic Religion, Universitas Muhammadiyah Yogyakarta.

The author realizes that this thesis was only completed with the support, assistance, guidance and advice from various parties during the preparation of this thesis. On this occasion, the author would like to express his gratitude to:

1. Prof. Dr. Ir. Gunawan Budiyanto, M.P., IPM, as the Rector of Universitas Muhammadiyah Yogyakarta.
2. Dr. Syakir Jamaluddin, M.A., as the Dean of the Faculty of Islamic Studies, Universitas Muhammadiyah Yogyakarta, who has provided guidance and convenience during my studies.
3. Dr. Ahmad Hermawan, Lc, M.A, as the Head of the Islamic Broadcasting Communication Study Program, Universitas Muhammadiyah Yogyakarta.
4. Kholifatul Fauziah, S.Sos, I, M.A, as the thesis supervisor who has provided guidance and input to my thesis so that it can be completed properly and on time.

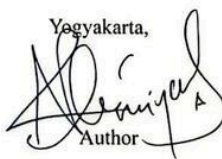
Yogyakarta,

Author
Nazala Rohmi Husniyah

TABLE OF CONTENTS

OFFICIAL MEMO.....	3
APPROVAL PAGE.....	4
STATEMENT OF AUTHENTICITY.....	5
Foreword.....	8
TABLE OF CONTENTS.....	9
Table List.....	11
List of Images.....	12
List of Attachments.....	13
Abstract.....	14
CHAPTER I.....	15
INTRODUCTION.....	15
1.1 Background.....	15
1.2 Problem Formulation.....	19
1.3 Research Objectives.....	19
1.4 Research Benefits.....	19
1.5 Systematization of Discussion.....	20
CHAPTER II.....	21
LITERATURE REVIEW AND THEORETICAL BASIS.....	21
2.1 Literature Review.....	21
2.2 Theoretical Foundation.....	28
2.2.1 Audience Reception Analysis.....	28
2.2.2 Factors Affecting Audience Reception.....	31
2.2.3 Documentary Film.....	33
2.2.4 SEMES7A Documentary Film Profile.....	33
CHAPTER III.....	35
RESEARCH METHODS.....	35
3.1 Research Design.....	35
3.2 Participants and Research Site.....	37
3.3 Data Collection.....	37
3.4 Data Analysis.....	38
3.5 Data validity.....	39
CHAPTER IV.....	41
RESULTS AND DISCUSSION.....	41
4.1 Overview of the Research Location.....	41
4.2.1 Mapala UMY Profile.....	41
4.2.2 Profile of Mapagama UGM.....	42

4.3 Description of Informants.....	44
4.3.1 Description of Mapala UMY Informants.....	45
4.3.2 Description of Mapagama UGM Informants.....	45
4.4.2 UGM Mapagama Audience Reception.....	52
4.5.2 Factors influencing the reception of the Mapagama UGM audience.....	63
4.6 Comparison of the Reception of the Mapala UMY and Mapagama Audiences towards the Message of the SEMES7A Documentary Film.....	70
4.7 Comparison of Factors that Influence the Reception of Mapala UMY and Mapagama Audiences towards the Message of the SEMES7A Documentary Film...	71
CHAPTER V.....	74
CLOSING.....	74
5.1 Conclusion.....	74
5.2 Suggestions.....	74
Bibliography.....	76
Appendix.....	80

Table List

Table 1. Concept operationalization of audience reception analysis	35
Table 2. Factors influencing audience reception analysis.....	36
Table 3. List of Mapala UMY resource persons.....	45
Table 4. List of Mapagama UGM resource persons	45
Table 5. Mapala UMY audience position findings.....	52
Table 6. Mapagama UGM audience position findings.....	56
Table 7. Writing skills of Mapala UMY members.....	57
Table 8. Writing skills of Mapagama UGM members.....	64

List of Images

Image 1. Traditional rituals in Bali.....	47
Image 2. The scene of building a reservoir in Bea Muring, East Nusa Tenggara.....	48
Image 3. Diagram of communication skills.....	81

List of Attachments

Appendix 1. Permit application letter at Mapala UMY.....	94
Appendix 2. Letter of permission from Mapagama UGM.....	95
Appendix 3. Photos during interviews with Mapala UMY members.....	96
Appendix 4. Photo during interview with Mapagama UGM members.....	97
Appendix 5. Interview guidelines.....	98