CHAPTER I

INTRODUCTION

1.1 Background

"*When choosing a project, we usually choose something that we think will have an impact on the audience,*" said Mandy Marahimin in the talk show "The Nurses of the Universe" organized by Tempo.co in 2020. She also added that with this movie they want to erase the stigma that documentaries are boring. They present a different treat by favoring the production process in terms of shooting, making illustrative music, to the editing stage.

Quoted from the press release of the Ministry of Environment and Forestry (KLHK) on January 22, 2020. The movie tells the story of 7 inspiring figures in 7 provinces in Indonesia (Bali, West Kalimantan, East Nusa Tenggara, West Papua, Aceh, Special Region of Yogyakarta, and DKI Jakarta). They take action against the climate crisis according to their cultural and religious backgrounds.

As one part of the mass media, movies have developed quite rapidly as the development of communication technology today. In terms of message delivery, movies are considered effective given their *audio-visual* nature so that they are more easily accepted and digested by the audience. When audiences watch movies, they seem to penetrate space and time that can tell a story of life and can influence the audience in their attitude, behavior, and way of thinking (Pratiwi, 2019).

Pikal (2018), explains the series of processes and matters related to this production, being one example of representation of efforts to save the earth as well as morals towards the environment through mass media. Like a da'wah message in the form of an order or mandate about Islamic

teaching material that concerns all aspects of life in terms of creed, sharia and morals that cannot be separated from the Qur'an and As-sunnah.

Then the message is conveyed individually and in groups or da'i channeled through print and electronic media such as television, radio, films, song lyrics or newspapers as a "channel" orally, in writing and in deeds so that they always remember Allah and carry out all their activities for the pleasure of Allah (Pikal, 2018).

Based on the author's personal observations, after watching this movie, it impresses how the seven figures have done something about their environment based on their beliefs and customs. In line with the words of Allah SWT in QS. Al-Araf (56: 7) which reads:

وَلَا تُفۡسِدُوا۟ فِى ٱلۡأَرۡضِ بَعۡدَ إِصۡلَٰحِهَا وَٱدۡعُوهُ خَوۡفࣰا وَطَمَعًا ۚ إِنَّ رَحۡمَتَ ٱللَّهِ قَرِيبࣱ مِّنَ ٱلۡمُحۡسِنِينَ

Meaning: Do not cause corruption on the earth after it has been well-ordered. Pray to Him with fear and hope. Verily, the mercy of Allah is very near to those who do good (Translated by the Ministry of Religious Affairs 2019).

In the development of this era of globalization, youth are required to play their role in gaining independence. This is in the form of moral strength, social control, and agents of change in all aspects of national development (Muqsith, 2019).

The lack of environmental awareness is existing among young people as complex issue that researchers are actively exploring. Studies have shown that a lack of direct experience with nature can contribute to a weaker sense of connecntion and responsibility towards the environment. Urban environments can create a sense of detachment from the natural world, making environmental issues feel less tangible.

Young people are bombarded with information daily, and environmental ,essages can get lost in the noise. Researchers are finding that the way information is presented can be counterproductive, leading to "tuning out" rather than engagement. Research on generational values has

shown that younger generations tend to be more individualistic and less hierarchical. This can make it harder to buid collective action around environmental issues.

Regarding the implementation of the *Sustainable Development Goals* (SDGs), Indonesia is faced with a number of problems that challenge Indonesia in realizing the SDGs until 2030. Issues related to social inequality, child stunting, good governance, and the younger generation are challenges for Indonesia in the SDGs. Therefore, youth need to understand the youth development strategy and its implementation so that they can increase their participation in the implementation of the SDGs (Juned et al., 2018).

Therefore, the author tries to formulate this research by making youth the subject of study. The author presents Mapala colleagues from UMY and UGM to represent youth who are directly involved in nature conservation campaigns.

In line with this, Hapsari (2013) revealed that one of the essential factors influencing audience frames in Indonesia is to include reference groups. This is because the typology of Indonesian society is a collectivist society that upholds group values as a reference for assessing the world, including framing the news.

Furthermore, along with the development of new media that we experience today, each of us is inseparable from mobile and online technology, shaping a different way of media use than before the 2.0 era. Livingstone and Das (2013) believe that the concept of audience remains relevant but should be based on lived experience. The Consortium for Emerging Directions in Audience Research (2015) also emphasizes the importance of understanding critical media literacy, forms of resistance, and media enjoyment (in Sullivan, 2020).

The decoding process allows messages to enter into the structure of social practices, leading to the production of specific meanings and effects. Thus, the decoded meaning or discourse is a set of influences that include

entertainment, direction, or persuasion, with a complex set of objectives, receptive, cognitive, emotional, and behavioral consequences (Amine, 2023).

Aligwe et al. (2018) explain that media producers have the freedom to code, design or formulate their messages according to their ideological desires and objectives. They are also free to expect audiences to read and understand these messages as they intend and of course, also according to their context and cultural background.

Yusuf et al (2023) measured the effectiveness of the YouTube video "Turning Plastic Waste into Sustainable Energy Resources" using the EPIC (empathy, persuasion, impact, and communication) model. The results found that based on the level of education, understanding, and video display, the audience was able to understand the content of the message conveyed in the video.

Based on the above, the author considers audience reception research on the SEMES7A film to be interesting to follow up. There is an urgency to find out how Mapala UMY and Mapa Gama colleagues interpret movie messages. With the background they have, this research will test whether their interpretation of the message will be in line with the message intended by the film producer.

As an audience, they collectively focus their attention on the environment. Although both organizations are based on nature conservation activities, UMY and UGM have different cultures. UMY is a private university, and UGM is a state university. Both campuses run different systems and curricula.

Therefore, in the future, this research is not only to determine the audience's reception of the message in the SEMES7A movie. By applying the reception analysis method, the author will also elaborate on the factors that influence audience reception.

1.2 Problem Formulation

1. How do Mapala UMY and Mapagama perceive the message of the SEMES7A documentary film?
2. What are the factors that influence Mapala UMY and Mapagama's reception of the SEMES7A documentary film message?

1.3 Research Objectives

1. Analyzing Mapala UMY and Mapagama's reception of the SEMES7A documentary film message.
2. Elaborating on the factors that influence Mapala UMY and Mapagama's reception of the SEMES7A documentary film message.

1.4 Research Benefits

1. Theoretical Benefits
   a. This research is expected to develop a map of audience reception of movie messages related to efforts to slow the impact of climate change.
   b. The findings of the information in it are expected to be an academic reference material, as well as add insight for researchers who are interested in similar topics.
   c. The results of this study have the potential to be a study and support for developing other related studies.
2. Practical Benefits
   a. Able to raise awareness for film activists to further prioritize the impact and positive messages of the films produced, especially related to ethics towards the environment, so that in the future the audience will accept it positively as well. That way, good understandings will

spread and provide a living concept of how the relationship between humans and their environment is better.

b. It is the foundation for the film's creative team to understand how audiences now interpret a context or the content of the message conveyed.

3. Policy Benefits

The messages and results of audience reception in this study can provide inspiration for policies that are appropriate and effective in the field.

1.5 Systematization of Discussion

CHAPTER I. INTRODUCTION

This chapter contains the background of the problem, problem formulation, objectives and uses, and research systematics.

CHAPTER II. LITERATURE REVIEW AND THEORETICAL FRAMEWORK

Contains a description of the previous literature review and relevant theoretical framework, and is related to the thesis theme.

CHAPTER III. RESEARCH METHODS

Contains in detail the research methods used by researchers and their reasons, type of research, design, location, population and sample, data collection methods, definitions of concepts and variables, and data analysis used.

CHAPTER IV. RESULTS AND DISCUSSION

Contains: (1) Research Results, the classification of the discussion is adjusted to the approach, the nature of the research, and the formulation of the problem or the focus of the research, (2) Discussion, Sub-discussions (1) and (2) can be combined into one unit, or separated into separate sub-discussions.

CHAPTER V. CLOSING

The last chapter contains conclusions, suggestions or recommendations. Conclusions are based on the results of the data analysis and interpretation described in the previous chapters.

Suggestions are formulated based on the results of the research, containing a description of what steps need to be taken by parties related to the results of the research concerned. Suggestions are directed at two things, namely:

1) Suggestions in an effort to expand the results of the study, for example, suggest the need for further research.
2) Suggestions for determining policies in areas related to the problem or research focus.