

## AUDIENCE INTERPRETATION OF FEMINIST ELEMENTS IN “SORE-ISTRI DARI MASA DEPAN” WEB SERIES A Reception Analysis Method

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### ABSTRACT

*SORE-Istri Dari Masa Depan* is one of the web series that gets quite a high number of viewers in every episode. This web series consists of 8 (eight) episodes and was first broadcast on the YouTube channel on January 31, 2017, with more than 2 million viewers. Sponsored by Tropicana Slim, this web series brings out an element of feminism in which the female figure, Sore, can control and even change the life of a man, Jo, for the better. The research used the reception analysis method and Stuart Hall's Encoding-Decoding theory by taking 5 (five) informants. The result of this research is the five informants viewed the position of women and men as equal, although sometimes women hold power (domination) over men, men can also do the same thing.

**Keywords:** *Feminism, Reception Analysis, Encoding-Decoding*

### INTRODUCTION

The “SORE-Istri Dari Masa Depan” web series was starring Tika Bravani and Dion Wiyoko, set in Italy, and sponsored by Tropicana Slim Stevia brand (Nural, 2017). The first episode of this web series was watched by more than 2 million viewers<sup>1</sup> (Youtube, SORE-Istri Dari Masa Depan, 2017).

Briefly, the story of SORE-Istri Dari Masa Depan is about a woman named Sore, a time traveler who comes to the past to meet Jo, her future husband. In this story, besides accompanying Jo's day, Sore also “saved” Jo by directing him to a better lifestyle for Jo's healthy. Initially, Jo did not have a healthy lifestyle. His habit of staying up late to finish his work, coupled with his smoking habit and consuming alcohol while not consuming healthy food causes Sore to worry about Jo's health and life. A healthy lifestyle is one of the campaigns

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1 [https://www.youtube.com/watch?v=PY3\\_jveYQSI](https://www.youtube.com/watch?v=PY3_jveYQSI) Retrieved at 24.11.18, at 14.09.

conveyed by Tropicana Slim Stevia, as a sponsor. Sore comes from the future to save Jo's life, for Jo to have a longer life expectancy.

This study is basically the extension of the previous research about feminism elements in the SORE web series. The feminist concept is the existence of a woman's dominance over the man, namely regulating the lifestyle, and the man is willing to keep up without raising verbal or explicit objections. The previous research has shown that:

1. Being a woman means being more aware of healthy living than a man.
2. Being a woman has the power to regulate a man's life, changing it for the better and healthier.
3. Being a woman is more likely to "healthy living" campaign than a man.

The above findings have been published in the Widyakala Journal of Universitas Pembangunan Jaya Vol.6 No.2, September 2019<sup>2</sup>. However, in this study, the researcher wants to see it from the view of the audience who watches and follows this web series. It is conducted to develop the previous research have been done. The researcher wants to see how the audience interprets the feminist elements in the "SORE" web series, is it the same as the previous researcher has obtained?

Based on the background, the research question for this study is "How is the Audience's Interpretation of Feminist Elements in the 'SORE-Istri Dari Masa Depan' Web Series Using the Reception Analysis Method?" With that, this research aims to find out how the audience interprets the feminist elements in the "SORE-Istri Dari Masa Depan" web series using the Reception Analysis Method.

This study used a feminist theory for the discussion and questions materials raised during the FGD to find out the audience's view or interpretations of the feminist elements in the SORE web series. Finally, this research will ultimately show whether the informant is a feminist or the contrary, anti-feminist. This view obtaining from the way they express their opinion: agree or disagree on each discussion point based on the conclusions of the previous research.

This research was conducted through Focus Group Discussion (FGD), which selected 5 (five) participants for each group who have watched this web series. The participants involved were both male and female. The selected audiences are students of the Faculty of Communication Studies at Mercu Buana University. The participants' selection was due to communication students who were very close to the development of social media, one is YouTube, and several people who have been asked indirectly before this research stated that they like web series more than watching a series on television. Whilst, the selection of both males and females was intended to provide different interpretations and evaluations, due to gender differences usually having different views.

## LITERATUR REVIEW

### Social Media

These are the definitions of social media derived from various research kinds of literature<sup>3</sup>:

- 2 Finy F. Basarah. Feminisme Dalam Web Series "Sore-Istri Dari Masa Depan" (Analisis Wacana Sara Mills). *Jurnal Widyakala* Vol. 6 No. 2, September 2019.
- 3 Rully Nasrullah. *Media Sosial, Perspektif Komunikasi, Budaya, dan Siosioteknologi*. Bandung: PT

1. According to Mandilbergh (2012), social media is a medium that facilitates collaboration between the content producer (user-generated content).
2. According to Shirky (2008), social media and social software are the tools to increase users' ability to share, co-operate among users and take collective action which is outside the institutional and organizational framework.
3. Boyd (2009) describes social media as a collection of software for individuals and communities to gather, share, communicate, and collaborate in a case or play with each other. Social media has the power of user-generated content (UGC) where the content is generated by users, not by an editor like in mass media institutions.
4. According to Van Dijk (2013), social media is a media platform that focuses on the existence of users who facilitate their activities and collaboration. Therefore, social media can be seen as an online medium (facilitator) that strengthens the relationship between the users and as a social bond.
5. Meike and Young (2012) define social media as a convergence between personal communication in the sense of sharing between individuals (to be shared one-to-one) and public media to share with anyone without individual specificity.

Although the characteristics of cyber media can be seen through social media, social media has specific characteristics not shared by other types of cyber media. There are certain limitations and specific characteristics that only social media has compared to other media. The characteristics of social media, namely: 1) Network; 2) Information; 3) Archive; 4) Interactivity; 5) Simulation of society; and 6) user-generated content<sup>4</sup>.

### Cultural Studies

Cultural Studies is a discursive formation, as Stuart Hall calls it. Hall (1997) states that cultural studies are "a cluster (or formation) of ideas, images, and practices that provide ways of expressing something, the form of knowledge, and actions related to certain topics, social activities or institutional actions in society<sup>5</sup>.

In conducting a study of its object, Cultural Studies, like Critical Theory and Feminism (and several other contemporary critical thoughts), use an interdisciplinary approach. In addition to a cross-disciplinary approach, Cultural Studies also uses a variety of critical approaches (Kellner, 2003:214). Using these critical approaches, Cultural Studies discuss the culture as a "text" and then try to analyze how an ideology, hegemony, power, representation, identity, meaning, and cultural perspective play out in the world of life (text/discourse/discourse) that culture<sup>6</sup>. Barker (2008) defines Cultural Studies in four meanings (in Lubis)<sup>7</sup>:

1. First, Cultural Studies can be interpreted as the study of the relationship between culture and power.
2. Second, Cultural Studies can be interpreted as the study of all practices, institutions, and classification systems embedded in the particular values, beliefs, competencies, habits of

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Remaja Rosdakarya. 2016: p. 11.

<sup>4</sup> Ibid, p. 16

<sup>5</sup> Rachmah Ida. *Metode Penelitian, Studi Media dan Kajian Budaya*. Jakarta: Prenada Media Group. 2014: p. 1

<sup>6</sup> Akhyar Yusuf Lubis. *Pemikiran Kritis Kontemporer. Dari Teori Kritis, Culture Studies, Feminisme, Postkolonial Hingga Multikulturalisme*. Jakarta: PT RajaGrafindo Persada. 2016: Hal: 51.

<sup>7</sup> Ibid, p. 55-56

life, and ordinary forms of behavior of a population.

3. Third, Cultural Studies can be interpreted as the study of various interrelationships between forms of power, gender, race, class, colonialism, and others.
4. Fourth, Cultural Studies can be interpreted as a study of various interrelationships of discourse outside the academic world with social and political movements, cultural institutions' workers, cultural management, and others.

### Encoding-Decoding Theory

Stuart Hall's theory of Encoding-Decoding encourages various interpretations of media texts during production and reception. In other words, Hall states that meaning is never defined. If the word can be sure by representation, then there will be no exchange – so there is no counter-strategy or different interpretations<sup>8</sup> (Ida, 2014: 178). There are three other different interpretations were introduced by Hall, among others (Ida, 2014: 178-179):

1. Firstly, the Dominant-hegemonic position, in which viewers who receive the television programs fully, accept the dominant ideology of the program simply without any rejection or disapproval.
2. Secondly, the negotiated code, in which the audience mixes their interpretations with their particular social experiences.
3. Thirdly, oppositional code is about when the audience opposes or contradicts the interpretation offered in television shows differently from the readings on offer.

Hall's early studies are television audiences. If this is related to this research, television audiences are replaced by social media users (respondents).

### Feminism

It is not easy to give a proper understanding and be accepted by all parties about feminism or the feminist (women) movement. One of the difficulties is so many models, varieties, and goals of the women's movement. However, we will try to explain as much as possible about feminism<sup>9</sup>. Feminism can be defined as a study (paradigm) and methodology that aims to reveal that social, cultural, and political realities, and all that gets gender inequality, unequal relations between men and women, oppression of women, and untrue stereotypes that are attached to women and more (Hallows, Joanne, 2010, Arivia, 2003: Tong, 1998, in Lubis, 2016)<sup>10</sup>. Apart from being a study and methodology, feminism is also a movement. Therefore, feminism is not only defined as a theory, perspective, or thought system but also interpreted as a movement (read: it has a praxis dimension)<sup>11</sup>.

Because feminism is not only defined as a theory, perspective, or thought system but also as a movement, it also has a purpose (interest). The goals of feminism or women's studies are (1) providing information and analysis (research about women's lives; (2) seeking social change and reducing gender inequality and women's subordination; (3) making oneself a form of criticism of existing knowledge (read: modernization/positivism); and (4) showing women's perspectives on science that have not seen in previous science (Jackson, Stevi and

<sup>8</sup> Rahmah Ida. *Op. Cit.* p. 178

<sup>9</sup> Akhyar Yusuf Lubis. *Op. Cit.* p: 95-96.

<sup>10</sup> *Ibid.* p. 96.

<sup>11</sup> *Ibid*

Jakie Jones, 1998, in Lubis, 2016)<sup>12</sup>.

### Receptions Analysis

Reception Studies or known as reception analysis has different from other study approaches. The difference is in the meeting between the audience and the text. Citing the opinion of Jensen and Rosengren (1990), that media discourse is generalized on a small scale of experience designed to be observed by participants and carried out through in-depth questions<sup>13</sup>.

Audience analysis understands the making meaning process carried out by the audience when watching cinema or series programs on television, for example. The analysis is used to see and understand the responses, acceptance, attitudes, and meaning produced or formed by magazines or romantic novels readers, for example to the literary works and writings in magazines. The basic assumption of reception analysis is the concept of an active audience. The active audience is an audience that has the autonomy to produce and reproduce the meaning in the movie or drama series they watch, also the stories in the novels they read<sup>14</sup>.

In this study, the concept was also adjusted, namely changing the audience or readers into social media users. The point, social media users are active audiences. In reception analysis research, there are several methods of data mining that can be conducted, including in-depth interviews in qualitative research, focus group discussions to see the group's meaning, and participants' observation of audience ethnography with the anthropological ethnography tradition<sup>15</sup>. The data mining method used in this research is focus group discussion or FGD.

### METHODOLOGY

Paradigm comes from the Greek, *paradeigma*, which means pattern. Thomas Khun (1962) used a paradigm word to denote a conceptual framework shared with the scientific community that provides an appropriate model for problem studying and finding solutions. Khun defines a paradigm as "an integrated collection of substantive concepts, variables, and problems related to a methodological approach and its tools..." For Khun, a paradigm is a research culture that has a set of beliefs, values, and similar assumptions used by the research community to view and conduct research. Therefore, paradigms denote patterns, structures, frameworks, or scientific systems, ideas, values, and academic assumptions<sup>16</sup>.

The research paradigm used is the critical paradigm, which reveals whether the informant is a feminist or a contrary, anti-feminist.

These researches in the media and cultural studies realm are focused on efforts to uncover the hidden resistances and ideologies behind the creation of images in films, for example, news text production, photos advertising production, and identity portraits on our television<sup>17</sup>. Furthermore, David Morley and Kuan Hsing Chen (1996) said, that the cultural

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12 Ibid

13 Nasrullah, Rully. 2019. *Teori dan Riset Khalayak Media*. Jakarta: Prenadamedia Group. 2019: p. 88

14 Rahmah Ida. Op. Cit. p. 162

15 Ibid

16 Jalaluddin Rakhmat dan Idi Subandy Ibrahim. *Metode Penelitian Komunikasi. Edisi Revisi Kedua*. Bandung: Simbiosis Rekatama Media. 2016: p. 29.

17 Rahmah Ida. Op. Cit. Hal. 11

studies tradition tends to use a critical and post-modern approach (post-modernism debate) with references to several works of scientists – categorized as post-modernists – such as Habermas, Lyotard, Foucault (who feels not post-modern but post-structuralism), Baudrillard, Deleuze, and Guattari (Morley and Chen, 1996, in Rahmah Ida)<sup>18</sup>.

Furthermore, the approach considered appropriate for this research is qualitative. Qualitative research has characteristics, as follows: 1) natural context and setting (naturalistic); 2) aims to gain an in-depth understanding of a phenomenon; 3) deep involvement and close relationship between the researcher and the studied subject; 4) a typical qualitative data collection technique without any treatment or manipulating variables; 5) the existence of values mining contained from a behavior; 6) flexible; 7) the level of data accuracy is influenced by the relationship between the researcher and the research subject<sup>19</sup>.

This research investigated how the audience's interpretation of the feminist elements in the "SORE-Istri Dari Masa Depan" web series. The research method used to examine and analyze the research data is Reception Analysis. To complete the data collection, this study needed some supporting data sourced from primary data and secondary data, therefore the researcher uses two kinds of data collection techniques, as follows:

1. Primary Data. The data obtained is through FGD (Focus Group Discussion).
2. Secondary Data. Other data collection supports this research, namely library research related to theory, information on matters relating to the theoretical basis, and scientific concepts required during analysis.

### Conceptual Definitions

1. Feminism, is a movement wherein women have a role that is not inferior to men.
2. Encoding-Decoding, wherein there are three groups, namely Dominant, Negotiated, and Opposition.
3. Reception Analysis, wherein the audience understands the making meaning process carried out by the audience when consuming a social media message.

## RESULTS AND DISCUSSION

The informants who were selected and attended were 5 (five) people, consisting of 2 (two) male students and 3 (three) female students. Due to the pandemic, it was not possible to gather together in one place, the FGD was held online via GoogleMeet on Saturday, August 22, 2020, from 09.00 – 11.00 am.

### Informant 1

Mudzakir Walad (44117010046), "I think the "SORE" web series is quite segmented, that means not everyone likes the genre, sci-fi drama, but the production, it is mean the camera, is satisfying, ma'am."

### Informant 2

Aurelia Ayu Anjani (44117010048), "My opinion about the "SORE" web series was a bit confusing at first, because the story is about time traveling, going back to the past. Over time, I began to understand. I think the story is fun and feels different from the others.

<sup>18</sup> Ibid. p. 12

<sup>19</sup> Herdiansyah, Haris. *Wawancara, Observasi, dan Focus Groups Sebagai Instrumen Penggalan Data Kualitatif*. Jakarta: PT RajaGrafindo Persada. 2013: p. 16-23

**Informant 3**

Hayatunisa (44118010141), "My opinion about the "SORE" web series, the first time I watched it was a bit confusing, suddenly a woman came to the men's room, claiming to be his future wife. But, out of curiosity, I finally watched it to the end. It is also fun, and makes people curious."

**Informant 4**

Veronika Cahyaningtyas (44117010125), "My opinion about the "SORE" web series reminds us about the importance of health maintenance in youth. Health in old age must be built since we are young. Moreover, we as youth often stay up late."

**Informant 5**

Muhammad Fauzan Adenry (44117010054), "My opinion about the "SORE" web series is not much different from Veronika. If I am not mistaken, it was the Tropicana Slim brand, and he wanted to convey the message that when we were young, we should not drink alcohol carelessly, do not stay up late. Indeed, the goal is to realize if health is important in youth and old age because when we are old it is difficult to improve our health. After all, it is too late."

The first informant who joined was Informant 1, followed by Informants 2, 3, 4, and informant 5. There are 3 (three) conclusions obtained in previous research, which will develop into 8 (eight) points of discussion statements as the following:

**Women Are More Aware of Healthy Living**

The first conclusion (obtained from previous research) is that "being a woman means being more aware of healthy life than a man," as seen from Sore's role is more aware of healthy living and wants Jo, her husband, to think the same. The first point of this discussion is whether the informants agree with this statement. 2 (two) informants agree (nature Dominant), while the other 3 (three) negotiate.

**Dominant**

Informant 1, "In my opinion, yes, because in Indonesia, the stigma is if men do not smoke, they are not men, and if there is a slight problem, the man usually runs to the bar. That is it, ma'am."

Informant 4, "In my opinion, yes, women are more aware of health. Women are aware that beauty is not enough, beauty must also be healthy, so women must have a healthier life. Most men are smokers, so they may like to drink alcohol. So, in my opinion, yes, women are more aware of their health than men who live more carelessly, I see."

**Negotiation**

Informant 2, "I agree with Denry, it depends on the environment too, ma'am, there are also many men who care about their health. For example, in the gym, many men exercise there. Then at the bar, many women drink alcohol or smoke. So, in my opinion, it is not only women who care more about health, both men and women are the same, some care about their health, and some do not care about their health."

Informant 3, "In my opinion, it depends on the person. From my experience, some

women also do not care about health, otherwise, some men have a healthy lifestyle. So, in my opinion, not all women are aware of living a healthy life, it depends on the person."

Informant 5, "In my opinion, ma'am, it depends on their social environment. Maybe in my friend's circle, the women are more concerned about their health than my male friends. But, I do not know about other women out there, because many women smoke. So, maybe more influenced by the social environment."

### **Women Are Better at Maintaining a Healthy Diet**

Based on the first conclusion that being a woman means being more aware of healthy living than men, healthy living also means maintaining a healthy diet; women pay more attention to what they consume, of course, the healthy. As seen from Sore's role in choosing vegetables for Jo's lunch menu. All informants agree on this (dominant).

#### **Dominant**

Informant 1, "In my opinion, about maintaining a healthy diet, I agree if women are better to do it. Because, most of them make their food (cook), they are better to maintain a healthy diet."

Informant 2, "I agree if women are better to maintain a healthy diet because women evenly can cook. So, I think the women are doing more research about food. She inquired about food. Of course, when you cook, you want something healthy, right, ma'am? So, I agree if women are better to maintain a healthy diet than men."

Informant 3, "about eating patterns, yes, women are more capable of maintaining a healthy diet than men. Women can take care of their health better than men."

Informant 4, "In my opinion, yes, women are more capable of maintaining their eating patterns. Nowadays, Kids on social media, have an ideal body as a dream, so they are motivated to diet. There are a lot of diet trends in Indonesia right now. So, women are more capable of maintaining their diet."

Informant 5, "In my opinion, yes ma'am, maybe women have a healthier diet. But in some diet conditions for women is sometimes wrong, ma'am. Such a, they eating rarely all day and the food is unhealthy. But if the men are more indifferent, they will eat badly. In conclusion, women are more capable of maintaining a healthier diet than men."

### **Women are More Consistent in Exercising**

There is a scene in the "SORE" web series, where Sore invites Jo, her husband, to get up early and go for a morning run. A still from the first conclusion in previous research, the point is whether the informants agree that women are more consistent in exercising. 4 (four) informants disagree (opposition), while 1 (one) informant is in negotiation.

#### **Negotiation**

Informant 3, "I disagree, because I am not consistent with exercise, some men are also inconsistent in their exercise. So, it depends on each individual."

#### **Opposition**

Informant 1, "I disagree, because the reality in my environment, is women do not care about exercise, how to outsmart it by reducing their food portion."

Informant 2, "I disagree because women are even more inconsistent in exercising.

Women are more often lazy to exercise.”

Informant 4, “I disagree, because to be honest, I eat rarely but lazy to exercise. Different from my brother, he eats, but also exercises diligently. So in my opinion, men are more consistent in exercise than women.”

Informant 5, “I disagree because usually women just maintain their diet, but lack exercise.”

### **Women Can Regulate Men’s Lifestyle**

The second conclusion from the previous research is that “being a woman has the power to regulate men’s lives, changing them for the better, healthier” is seen from Jo’s attitude how obeys Sore’s wishes, even though it looks forced. Jo was forced to stop smoking, Jo was forced to stop drinking, Jo was forced to exercise, and Jo was forced to eat healthy food. Did the informants agree that women are considered to be able to control men’s lifestyles? All informants are in negotiation.

### **Negotiation**

Informant 1, “it all depends on the man dan woman relationship; Who is the woman, in this web series the woman is the wife (from the future). But if, for example, the relationship is not about husband-wife or mother-child it might be difficult, ma’am, because there is no inner relationship.”

Informant 2, “I disagree because it depends on how close the relationship is. So, if you are a husband and wife or mother and child maybe you can do it, but if there is no relationship, like ‘who are you, managing me?’ So, like that.”

Informant 3, “I disagree because it depends on each character; the man will obey or not.”

Informant 4, “for me, it depends on the man’s character, there are also men who do not like being controlled. So, it depends on each individual. For example, if the woman knows the man can not be controlled and she accepts, then the woman will not control the man. Except, if they both want to improve themselves (to a better way).”

Informant 5, “I disagree because it depends on each character and the inner bond of a relationship. For example, his inner relationship is already strong, but the male character is arranging, so in the front, he says ‘Yes, I will obey, but in the behind, he does the bad things.”

### **Women Can Change Man To Be Healthier**

In the “SORE” web series, Sore’s role is very dominant t in changing Jo’s lifestyle, so Jo becomes healthier and has a longer chance to live, and Sore has succeeded in realizing her wish. Regarding this, 4 (four) informants are in opposition, while 1 (one) informant is in negotiation.

#### **Negotiation**

Informant 1, “I think it is possible, but there are many factors, ma’am. For example, the woman brings food (healthy) for the man. Although it depends on the environment, it is the little things that can push him to be better, ma’am.”

### **Opposition**

Informant 2, “I disagree because most men will change after he gets the consequences.

Maybe if he was told, he would understand, but he would be tempted to do the same thing. For example, when he met his friends. He tends to repeat it until he gets his consequences. So in my opinion, yes, like that.”

Informant 3, “I disagree because men tend to be tempted when hanging out with their friends, do the things unhealthy anymore, ma’am.”

Informant 4, “In my opinion generally, no. From what has ever happened, most men were only aware of healthy life after he exposed to a disease. For example, if he had a heart attack, he just stopped smoking, or after had kidney disease, he just stopped drinking.”

Informant 5, “I disagree because in the web series Jo does not look like he wants to, but when Sore finally blurts out saying if in the future Jo will die quickly, then Jo just realized ‘oh, I have change for the sake of the family’. Because the man will realize if he has been affected first.”

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### **Negotiation**

Informant 1, “women can control men’s diet, but again, there are many supporting factors. For example, the relationship between parents and children; I was not given money by my parents, then I was told to eat healthy food at home, and that was right. So, there are supporting factors.”

Informant 2, “I think it depends on the man. For example, the woman has prepared healthy food for the man, and there is the man who wants to eat it, then he follows the patterns set by the woman. But there is also the one who after he eats, he continues to consume unhealthy food or drink.”

Informant 3, “in my opinion, whether or not a woman can control a man’s diet depends on the man. There are two types of men; First, there is a man who appreciates the woman’s efforts, for example, when the woman has arranged ‘You have to eat this’ the man thinks, ‘Oh, my girl is paying attention to me, I have to respect her, she has tried to control my healthy eating lifestyle.’ But there is also a second type of man, who does not appreciate it. For example, the woman has cooked and prepared his lunch, and the food is shared with others. So I think, it depends on the man.”

Informant 5, “in my opinion, it will be possible as long as there are supporting factors, for example, the woman prepares food. So, if just being told might be a bit difficult, ma’am. Usually, most men will ‘yes, yes.’ Well, if you bring him the lunch, he can eat it.”

### **Opposition**

Informant 4, “I disagree if women can control men’s eating patterns. Even if, for example, he is bringing lunch, I often find the man who brought lunch with his partner even shared to others, ‘hey, please eat this, I do not like it,’ or ‘hey, finish this, please. If it does not finish, my wife will be angry.’ Especially, if the man likes to eat out, it has become a habit, it

will be difficult for a woman to change the man's diet."

### **Women Are More Able to Campaign for A Healthy Life**

The third or final conclusion from previous research is: Women are more able to campaign for a healthy life than men. As seen from Sore's attitude she seems to be more aware of healthy life than Jo. This web series is an offering from the Tropicana Slim brand and is also a healthy living campaign represented by Sore, a woman. Regarding this matter, 1 (one) person is dominant, 3 (three) informants are negotiating, and 1 (one) informant is in opposition.

#### **Dominant**

Informant 3, "there are many male public figures who campaign for a healthy life, but in my opinion, women are more dominant, who can campaign for a healthy life. So I agree on this point."

#### **Negotiation**

Informant 2, "in my opinion, it is in the middle. I see the reality that many men campaign for a healthy life, but when I look at an advertisement about healthy life, such as healthy food or medical devices, I see most of the models are women."

Informant 4, "I am also in the middle because I see if women are more campaigning for a healthy lifestyle in terms of food, but for men, it is in terms of sports. Why do advertisements use female models? Because women have more high selling points. But in reality, both men and women can campaign for a healthy life."

Informant 5, "In my opinion, it is balanced. As seen from the early episodes of the "SORE" web series, Sore constantly told Jo to live a healthy life. However, after Sore returned to the future, Jo did live a healthier life. Jo seems to show that the man could live a healthier life, as long as there was encouragement. So in my opinion, both men and women can campaign for a healthy life."

#### **Opposition**

Informant 1, "I disagree because in my opinion, many male public figures campaign for a healthy life. For example in Indonesia, there are Deddy Corbuzier and Ade Rai."

### **Women Have a Longer Life Chance Than Men**

The reason Sore visited Jo in the past was that Jo was not old enough to leave Sore and their son, Fajar. Jo died of illness due to never maintaining a healthy lifestyle in his youth. In general, do the informants agree that women have a chance to live longer than men? 3 (three) informants agree (be dominant), while 2 (two) others are in negotiation.

#### **Dominant**

Informant 1, "I agree, especially from a biological perspective, women have a stronger immune system when viewed from their chromosomes."

Informant 2, "in the context of a healthy life, I agree because as previously stated, women can live more regularly, and eat healthy foods, than men who may be careless or clumsy in food. Like that, ma'am."

Informant 4, "about a healthy lifestyle, yes, women have more chances to live longer

because they are more not weird than men. Men like to try odd things. So, women are better to take care of themselves, not carelessly, if men like to be careless, sometimes even men like to be dirty.”

### **Negotiation**

Informant 3, “in my opinion, it depends on diet and exercise. Some men are diligent in exercising, and their diet is also good.”

Informant 5, “as I see, women have a chance to live longer, but about health, men have a healthier lifestyle. So the answer is 50-50.”

### **Analysis**

The domination of women over men in the “SORE-Istri Dari Masa Depan” web series, appears from his wife’s attitude, Sore, who controlled Jo’s lifestyle, her husband. Sore’s attitude was simply so that Jo had a chance to live longer and not leave her and their child, Fajar too soon. Did the informants agree that women do have power over men?

Not all women (informants) agree that the featured in this web series are accurate in their daily reality. Likewise, not all men (informants) disagree with that the featured. Not all women (informants) agree with the overall point of women’s domination over men in the story, and not all men (informants) disagree with the overall point of women’s dominance over men.

Feminists are not only owned by women, but men can also be feminists, and not all women also have a feminist attitude. A person’s attitude depends on their mindset (frame of reference) and daily life experiences (field of reference). What the informants saw in this story and then connected with what they saw in their routines, gave rise to different attitudes.

Assessing the existence of feminist elements in a story, and expressing an agreement with the existence of women’s domination over men, gave rise to different attitudes from the informants. Regarding a healthy lifestyle, as in the story, not all of the informants agree on the dominant of his wife, Sore, over her husband, Jo.

There are 2 (two) informants who agree with the 3 (three) point statements, namely informant 1 (men) and informant 4 (women). Meanwhile, 5 (men) informants only stated their agreement on 1 (one) discussion point. Two other informants (both women) agree on 2 (two) discussion points.

Furthermore, from the 8 (eight) discussion points, informant 1 (men) expressed his opinion (dominant) on 3 (three) points, 3 (three) negotiations, and 2 (two) opposition. This attitude shows that informant 1 is not a feminist but also not an anti-feminist. Informant 1 does not always oppose the point of the existence of power or domination of women over men, and informant 1 is more realistic in seeing the surrounding life. Informant 1 was also very careful in expressing his opinion.

Meanwhile, informant 2 (women) is dominant over 2 (two) statement points, 4 (four) negotiation points, and 2 (two) opposition points. Just like informant 1, informant 2 is neither feminist nor anti-feminist. Although informant 2 was never the first to express his opinion, what she said was based on her observation of daily surrounding life.

Informant 3 (women) are dominant (agree) on 2 (two) statement points, 5 (five) negotiations, and 1 (one) opposition. Informant 3 is more balanced; he sees that sometimes women are more dominant than men, but sometimes they are not. Informant 3 saw a balance of position between men and women (equal). Informant 3 also expressed his opinion

rarely the first time.

However, Informant 4 (women) were dominant over 3 (three) statement points, 2 (two) negotiations, and 3 (three) oppositions. Informants 4 often expresses his opinion first, compared to his friends. His statements may often seem to corner him, however, even informant 4 also cannot be called a feminist, because she does not always agree with the existence of women’s domination over men, there is even an attitude she rejects it.

Informant 5 (men) is the same as informant 2, never expressed his opinion first. From his answer, he stated that he agreed with 1 statement point (dominant), 5 (five) negotiations, and 2 (two) oppositions. However, even informant 5 also cannot be called anti-feminist, because he is only in opposition (disagree) to the 2 (two) point statements. Informant 5 is arguably his opinion that men and women are equal. Similar to informant 2, informant 5 also never expressed his opinion first.

Assessing the existence of feminist elements in a story (or something else) without realizing it can lead to an assessment of whether we are feminists or anti-feminists. From the result of the FGD can be conveyed that none of the informants had a feminist attitude, but also none of them were anti-feminist. They are a group of teenagers who think that men and women have the same position (equal); sometimes there is the domination of women over men, and sometimes it can be vice versa. This equality is expressed indirectly in their opinion based on their daily life.

**Table 1: Women are More Aware of Healthy Living**

Informant	Position
Informant 1	Dominant
Informant 2	Negotiation
Informant 3	Negotiation
Informant 4	Dominant
Informant 5	Negotiation

**Table 2: Women are Better to Maintain a Healthy Diet**

Informant	Position
Informant 1	Dominant
Informant 2	Dominant
Informant 3	Dominant
Informant 4	Dominant
Informant 5	Dominant

**Table 3: Women are More Consistent in Exercising**

Informant	Position
Informant 1	Opposition
Informant 2	Opposition
Informant 3	Negotiation
Informant 4	Opposition
Informant 5	Opposition

**Table 4: Women Can Regulate Men’s Lifestyle**

Informant	Position
Informant 1	Negotiation
Informant 2	Negotiation

Informant 3	Negotiation
Informant 4	Negotiation
Informant 5	Negotiation

**Table 5: Women Can Change Man to Be Healthier**

Informant	Position
Informant 1	Negotiation
Informant 2	Opposition
Informant 3	Opposition
Informant 4	Opposition
Informant 5	Opposition

**Table 6: Women Can Regulate Men's Diet**

Informant	Position
Informant 1	Negotiation
Informant 2	Negotiation
Informant 3	Negotiation
Informant 4	Opposition
Informant 5	Negotiation

**Table 7: Women Are More Able to Campaign for A Healthy Life**

Informant	Position
Informant 1	Opposition
Informant 2	Negotiation
Informant 3	Dominant
Informant 4	Negotiation
Informant 5	Negotiation

**Table 8: Women Have a Longer Life Chance Than Men**

Informant	Position
Informant 1	Dominant
Informant 2	Dominant
Informant 3	Negotiation
Informant 4	Dominant
Informant 5	Negotiation

## CONCLUSION

The conclusions of this research are as follows:

1. Assessing the feminist elements of a story indirectly can show a feminist or anti-feminist attitude from the person who judges it (the informants). Being a feminist is not an absolute attitude of women, but men can be feminists.
2. The five informants in this research are more neutral, which means they are in the middle; they can agree on the existence of power or domination of women over men, but for certain things, they see the opposite. These arise because of the mindset (frame of reference) and based on what they see in their daily life (field of experiences).
3. There are no informants who are feminist or anti-feminist in this research, they are more likely to see that both men and women have an equal position.

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