



The audience's reception to message in Film Miracle in Cell No. 7

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ABSTRACT

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Film is a powerful and effective communication medium to convey messages to the audience. Not only as entertainment, in the film there are also messages and life values that can be taken as teachings in everyday life. The movie Miracle in Cell No. 7 is one of the films that contains a message in it. As viewers, we are not only connoisseurs but also can interpret any message contained in the film. This can be referred to as reception analysis. The point of view of each audience in interpreting the message in a film is certainly different, there are three audience positions in the process of receiving messages in Stuart Hall's theory, namely Dominant Hegemonic Position, Negotiated Position, and Oppositional Position. The director has a very important role to make the moral message in a film, but the audience also has the right to have different opinions to interpret the message in the film. In Miracle in Cell No. 7, five informants have succeeded in processing and interpreting moral messages well with their respective points of view, four of whom fully agree in interpreting moral messages which fall into the category of dominant hegemonic position. While one other person does not fully agree with the message conveyed but there is another refutation behind the message conveyed which is categorized as negotiated position. The difference in position is influenced by the background knowledge and experience of each subject.

1. Introduction

Film is a powerful and effective communication medium to convey messages to its audience. Film is an audio-visual communication medium to convey a message to a group of people gathered in a certain place (Effendy, 1986). Movies are not only as entertainment but also as a means to influence, inspire, and stimulate the audience's thinking. The growth and development of film are very dependent on technology and a combination of art elements to produce quality films (McQuail, 1997). Films themselves are grouped into several categories, namely documentary films, short films, and feature-length films (Effendy, 2009). In the film production process, there are many complex processes that must be passed and involve many people, from pre-production, production to post-production. A good film has a certain message, especially a positive message that is directly interpreted by the audience (Jumbo et al., 2023).

Movies can create emotional, inspiring, and thought-provoking experiences for audiences through compelling narratives and deep characters. One of the films that caught the public's attention was Miracle in Cell No. 7. The film was released on September 8, 2022 and directed by Hanung

Bramantyo. It stars several well-known Indonesian actors and actresses, including Vino G. Bastian, Tora Sudiro, Mawar de Jongh, and Indro Warkop. Received positive appreciation from Indonesian film lovers and managed to penetrate 2.4 million people after eight days in theaters. This film is a *remake* of the same title in South Korea (Lee, 2018).

In this film, Vino G. Bastian plays Dodo Rozak's father, who suffers from mental retardation, and has a daughter named Kartika, played by Graciella Abigail and Mawar de Jongh. Dodo must serve a prison sentence on a false murder charge. Dodo was placed in cell number 7 along with the other inmates (Syahdan, 2022). Despite initial opposition and mistreatment by fellow prisoners, the Dodo eventually gained their support and friendship. The justice system also suffers from injustice as law enforcement is unable to find the truth and does not provide enough protection to Dodo, who suffers from mental retardation (Qinyu & Zhuang, 2023). There is no solid evidence to support Dodo's punishment, and the film shows how the injustice affected Dodo's life and his relationship with his daughter. In the course of this film, it is seen how the solidarity and support of fellow inmates in cell number 7 help face this injustice.

The Indonesian version of *Miracle in Cell No. 7* presents emotional, funny, and heartfelt moments. The film depicts the power of a father's love and the importance of family in facing life's challenges and obstacles. The film tells a touching story about father-son relationships, friendship, and the power of love (Oki & Ridwan, 2022). By combining elements of emotionality, friendship, and the power of love, the message contained in the film *Miracle in Cell No. 7* is like inviting the audience to consider the values of compassion, honesty, friendship, and justice in everyday life. In the legal context in Indonesia, there are a series of challenges involving the justice system, including issues of injustice, abuse of due process, and quality of legal decisions. The discussion of law and justice is a relevant topic in Indonesian society, especially with increased awareness of individual rights and injustices that may occur in different walks of life (Fajarani, 2021).

The film presents significant legal issues, including mistaken identity, the role of the legal system in protecting vulnerable individuals, and the influence of friendship on justice. Correspondingly, Indonesia also has a number of legal cases that raise questions about justice and the protection of individual rights. The film is a reflection in terms of how Indonesian society responds to and reflects on these legal issues in their own context (Fadillah, Farihanto, & Setiawan, 2022).

Real cases in Indonesia often raise questions about the extent to which the legal system can maintain justice. The film explores aspects of injustice in the legal system, such as mistaken identity and an individual's inability to defend themselves effectively. This is in line with problems that may arise in the legal system in Indonesia.

The film also highlights the importance of friendship and human relationships in overcoming injustice. In the real world, there are many cases where social support, including friendship, has an important role to play in ensuring justice is administered. The film depicts a case of injustice, where a father with mental retardation is wrongly accused of a crime. Although the film is fictional, the theme of injustice in the legal system is an important issue in Indonesia. Many real cases in Indonesia involve legal actions that are considered unfair by society. The film might spark critical thinking and debate on these legal issues among audiences. Popular movies like "*Miracle in Cell No. 7*" often have a great influence on public opinion. Viewers who are impressed by stories about injustice may be more inclined to consider these issues more seriously and support changes in the legal system. This film can be a reflection of the legal system in Indonesia. Audiences may recognize some similarities between the stories in the film and issues that exist within their own legal systems, and this may stimulate debate about how to improve the legal system to make it more fair and transparent (Nurullita, 2021).

In many societies, the goal of the legal system is to achieve justice, that is, to ensure that legal decisions and law enforcement are fair to all individuals. However, there are situations where law and justice do not always go hand in hand, and this can lead to controversy and debate. Some may argue that the law does not reflect the concept of justice they have, and therefore, they may fight for legal changes that are more in line with their view of justice.

The legal system in Indonesia is based on the 1945 Constitution of the Republic of Indonesia (UUD 1945) and combines the principles of civil law and the rule of law. It covers civil law, criminal law,

constitutional law, Islamic law, environmental law, and human rights protection. Indonesia also recognizes and regulates customary law. The judicial system consists of general and religious courts, with the Supreme Court as the highest judicial institution. Indonesia continues to change and develop its legal system in accordance with social, economic, and political developments.

Not only as entertainment, films can also be a means to convey deeper and more complex messages to the audience. In this context, it is important to understand how the audience receives, interprets, and responds to the messages contained in *Miracle in Cell No. 7* because the audience can have different views on a film. The audience's reception to the film's message is an important aspect that needs to be studied and analyzed in the context of this film.

The purpose of this study is to analyze the audience's reception to the messages of the film in *Miracle in Cell No. 7*, especially in the context of justice in the legal system, as well as to understand the factors that influence the audience's understanding and response to these messages. In addition, the study could reveal how the film's messages affect the audience's view of fairness in the legal system.

2. Literature Review

A. Stuart Hall's Reception Theory

This research focuses on audience reception so that the audience as an audience has knowledge so that they are able to sort out the information they get from a media that has been presented. The reception analysis in this study will use Stuart Hall's proprietary encoding and decoding model. According to Morissan, encoding is the process of translating ideas into a form that can be understood and accepted by the person receiving them, and decoding is the process of translating or interpreting the contained messages into a form that has meaning for the person receiving them (Morissan, 2013).

According to Morissan *et al.* (2010) when explaining Cultural Studies by Stuart Hall, the process of decoding a message is based on Perception, Thought, and Interpretation.

a. Perception

In KBBI or the Big Dictionary Indonesian perception, which means a direct response or acceptance to something. According to Rakhmat (2011) perception is the experience of objects, events, or relationships obtained through the five human senses. According to Fadila & Ridho (2013) perception is the process of selecting, organizing, and interpreting information input, sensations received through sight, feeling, hearing, smell, and touch to produce meaning. Perception according to Fadila & Ridho (2013) is the process by which a person chooses, then arranges, and interprets information.

From the understanding of some of the perceptions above, it can be concluded that perception is the process of interpreting something that is received through the five senses so that each individual can choose, organize, and then translate information to create a meaningful picture of the world.

There are two factors that affect perception, these factors are:

Internal (personal) factors

Internal factors that influence perception begin with the personal things of an individual, namely the characteristics or personality of an individual who responds to the stimulus. Usually, this personality is influenced by attention and interest.

External factors

External factors that influence perception more than the physical stimulus of the object can have an effect on the individual. An object that has its own differences and uniqueness will attract individual attention, something that happens repeatedly can also attract someone's attention (Rakhmat, 2011).

b. Thought

Thought is an individual act in weighing, deciphering, connecting to finally making decisions because one of the functions of thinking is to make decisions. Thinking is the result of the thought process. Personal factors that influence the thought process to make decisions are motives (Rakhmat, 2011). Motive is any condition or condition of a person or an organism that causes or is its readiness

to start or continue a series of behaviors or actions (Natawijaya, 1980). Motive is a source of movement, a driver of one's behavior to then do something to achieve a certain goal.

c. Interpretation

Interpretation is defined as "putting stimuli together with other stimuli so that they become a meaningful whole" (Mulyana, 2007). Interpretation is closely related to history or past experience, because interpretation is a person's understanding of evidence and theories formed from existing information (Burton, 2012).

Stuart Hall explains reception is how the process of decoding the audience takes place in the media. He saw that an audience decodes the message through three points of view or position, namely Dominant Hegemonic Position, Negotiated Position, and Oppositional Position.

a. Dominant Hegemonic Position

The dominant meaning is the position where the audience receives media messages by translating and receiving discourse exactly the same as the discourse presented by the media. The audience in this position does not give resistance to the message conveyed by the media, in other words the response of the recipient of the message is in accordance with the expectations of the sender of the message. This arises because audiences in this position tend not to have much knowledge or references about media behavior in representing messages. This position is considered that the audience is passive so it is easily influenced by the message conveyed by the media.

b. Negotiated Position

Negotiation Meaning is a position where the audience negotiates between the meaning conveyed by the message in the media with the meaning created in his mind, in other words the recipient of the message or the audience does not accept the message outright. The message conveyed by the media is not taken for granted by the audience. The audience accepts the message conveyed by the media but thinks again whether the discourse is in accordance with what is believed or not.

c. Oppositional Position

Opposition is a position where the audience understands the media's message but does not accept the discourse conveyed. This position is an audience position that tends to have knowledge and insight into what is conveyed by the media with existing reality. Audiences in opposition positions read messages from opposite positions so they are often considered critical audiences, where they do not simply believe in the discourse conveyed and reexamine the message conveyed by the sender with his concepts and ideologies regarding the truth of the message conveyed by the media (Morissan, 2013).

It can be concluded that reception analysis helps to understand how individuals and society understand and respond to messages conveyed through mass media and how mass media influence public opinion and action, with three types of audience meaning positions, namely Dominant Hegemonic Position, Negotiated Position, and Oppositional Position. These three positions will form the basis for the reception analysis in this study.

B. Audience

An audience is a group of people gathered in one place. The audience in communication itself is a group of people gathered in a setting that can be said to be public and shows curiosity but is passive. Audiences are defined as "products of social context (leading to common cultural interests, understandings, and information needs) as well as responses to specific media patterns" (McQuail, 2011).

There is another way to distinguish the type of audience. Of the four types that exist, two of them are audiences, which are defined as groups of people who pay attention to a particular product or media impression at a specified time. Audiences are also referred to as the people shown and the group of people imagined by the communicator. They are also referred to as "spectators". This audience is also referred to as "interpellated" or "engaged" (McQuail, 2011).

Although each audience has different characteristics, audience studies have allowed audiences to assess media from their point of view, know the audience's reasons for choosing and using media,

discover their meaning, and study the context in which media is used. In the tradition of the audience, there are several variations, largely based on their origins, such as effects studies, research on use and appreciation, literature criticism, cultural studies, and acceptance analysis, according to the book Klaush Bruhn Jensen and Karl Erik Rosengen. Reception analysis can be considered as a new point of view on the discourse and social part of communication theory (Adi, 2012).

C. Film

Film is an effective communication medium to convey messages to the audience. Movies can be used by several people as a means of entertainment that conveys various aspects of an event to its audience. Movies tell a lot about everyday life, so the audience feels like they are taking part in the events that take place in them. Movies also have an important role in society because they can shape people's mindset when watching films. According to Arsyad (2003), the film is a collection of several images placed in different frames, which are mechanically projected through the projector lens so that vivid images are visible on the screen. Most people watch movies as entertainment after activities or to fill their spare time. Films can have informative, educative, or persuasive purposes (Ardianto, 2010). The storyline that a film has determines how well it can convey the message contained in the film.

3. Method

The research method used this time uses qualitative research methods. Qualitative methods are used as research procedures that produce descriptive data in the form of written words, spoken people, or observed behavior (Moleong, 2010). Descriptive research presents data results in the form of descriptions or descriptions in an arranged manner based on facts and relationships about what is investigated.

According to Sulistyani (2006), here are the steps to follow to complete the reception analysis:

- a. Identify and consider the purpose of the reception analysis.
In this stage, the researcher identifies the reasons why the topic was chosen and why it needs to be analyzed using reception.
- b. Data Collection
The study will use in-depth interviews, observations, and literature studies to collect data.
- c. Data Analysis
The data obtained from the interview results were made transcripts and then analyzed by considering several things, which included the message decoding process.
- d. Audience Categorization
Categories formed after passing the previous stage are then compared with audience categories to be grouped into three audience groups, namely categories based on the criteria of dominant hegemonic reading, negotiated reading, or oppositional reading.

In this study, researchers used triangulation techniques to check the validity of research data. Triangulation according to (Moleong, 2013) which is as a technique for checking the validity of data that utilizes something other than the data for checking purposes or as a comparison to the data.

The triangulation technique used in this study is the data source triangulation technique. Precisely is the source of data derived from interviews with informants with different categories. Source triangulation means comparing and checking back the degree of trustworthiness of information obtained through different times and tools in qualitative research (Patton, 1987). Researchers will confirm repeatedly before drawing data and conclusions for the validity of the study. The final result of this research will be related to existing theories and concepts to see the compatibility between the findings in the field and existing theories and concepts.

4. Result and Discussion

a. Encoding

The director or filmmaker must have a message that he wants to convey to the audience through the show of the film story he made and then the audience interprets for themselves the meaning

contained in the film seen. This helps determine the identity of the film and the way it communicates with its audience. Through encoding, the director creates artwork that has the potential to influence, inspire, or stimulate the audience's thinking. *Miracle in Cell No. 7* is a film that talks about people who have retardation or disabilities accused of killing and raping the child of a politician.

Quoted from the Instagram account @falconpictures_ (2022), Hanung Bramantyo stated that as humans we must care for others, especially for people who do not have the same abilities as normal humans (disabilities). People are expected to be humanizing. That is, it is expected that society can behave normally as it should, even though people with disabilities have their own shortcomings. Moreover, the matter of law and justice must be enforced as fairly as possible regardless of feathers because everything is equal in the eyes of the law.

Quoted from the @hanungbramantyo (2022) Instagram account, he wants the audience to feel what he feels about the court decision when entangled in a legal case. The law seems to favor the powerful, not just about money, but who can suppress. Just like in the movie, people who have power behave arbitrarily towards Mr. Dodo until they are put in prison and get punishment that he should not get.

Based on this explanation, it can be seen that the encoding in this study is a message that the director who is a communicator, wants to convey in order to give a message to the public that the law must be enforced as fairly as possible to anyone, not just siding with the powerful.

b. Decoding

The study began by gathering people who had previously watched the film *Miracle in Cell No. 7* in theaters or through film streaming applications, then continued with interviews about the reception from each informant. The informants numbered five people with the criteria of the general public and belonged to Generation Z. Interviews were conducted at different times and locations to provide accurate data analysis.

The 1st informant was Yahya (21), a student from Pati, Central Java. The 2nd informant was Agustin Dini (17), a student from Yogyakarta. 3rd informant Sultan (19) Student from Bangka Belitung. The 4th informant Zaki (20), is a student from Bengkulu. 5th informant Zulfa (19) Employee from Yogyakarta.

Table 1. Audience Decoding

No	Name of Informant	Perception	Thought	Interpretation
1.	Yahya	The informant stated that he thought the film <i>Miracle in Cell no. 7</i> was a good film. The storyline in this film made his feelings sometimes become laughter, sad, to emotions and even made him cry.	The informant said he was infuriated by the conflict in the film because Dodo Rozak's legal case was not fairly enforced, and the police never gave him a chance to speak. Whereas law enforcement should pay attention to human rights, Dodo's limitations were used to make him unable to resist the punishment imposed on him.	Informant said they agreed with the message conveyed in the film, lest the law harms one party, especially if that party is innocent, and the legal system must be changed fairly. Since this will determine the decision in the trial, the police must also get accurate information about the events that occurred.
2.	Agustin Dini	The informant said he felt sad and saddened by the storyline of the film when he first watched it.	According to informants, the conflict in this film occurs because there is someone who has mental retardation and has communication problems who cannot tell about the actual events. The existence	The informant said he agreed with the message in the film because he thought it was wrong to accuse people without clear evidence and explanation first. And there must be justice in law enforcement so that the truth

			of depreciation and threats to Dodo even adds pressure for Dodo to remain silent and lie about the real events.	that actually happens is revealed.
3.	Sultan	The cinematography is cool and pleasing to the eye, and the storyline is also good.	According to informants, the conflict in this film is that the police cannot confirm that Dodo is the person guilty of the case, and according to him, the police can do this because the person who reported the case is a person who has a higher power or position.	The informant said he agreed with the message of justice that must be served but disagreed with the character of law enforcement in the film because it did not reflect the duties of law enforcement, so there was no justice and protection for Dodo, who should not be guilty.
4.	Zaki	The informant said at the beginning of the film, he felt like he was watching a comedy, but as he got closer to the end of the film, he felt the film was quite sad and made him cry.	According to the conflict informant contained in this film, it is about the dodo actor who has a psychic disorder, and the Dodo is considered an untrustworthy person, so the Dodo goes to jail because of the presumptions of others who are more trusted.	The informant said he agreed with the message in the film because justice should be fair to anyone indiscriminately.
5.	Zulfa	The movie was good, and while watching, I got carried away with the plot of the film.	The informant is upset with the conflict in this film because it is very related to the laws in this country, the laws are made toys by powerful people. As I see that the law in this country seems to be controlled by people in power	The informant said that he agreed with the message in this film because all the messages conveyed in the film are very true, namely teaching how one should behave fairly indiscriminately or looking at people with disabilities is something that is not appropriate to do

Source: (Author's Preparation 2023)

Decoding of the audience is an important part of the interaction process between the artwork (film) and the audience. It allows the audience to experience the film personally and gives it a unique meaning based on their own understanding and experience. Each audience can have a different interpretation of the same movie, which makes the viewing experience very individual.

c. Audience Meaning Classification

Based on the interpretation put forward by the five informants, there is a diversity of meanings of messages in the film *Miracle in Cell No.7*. Referring to Stuart Hall's reception theory, the meanings obtained from the decoding stage can be sorted into three position categories: Dominant Hegemonic Position, Negotiated Position, and Oppositional Position. This process aims to group or identify various types of receptions or audience responses to the film *Miracle in Cell No. 7* based on the decoding that has been obtained. The purpose of this classification is to understand how different groups of audiences respond differently to a film.

Based on the results obtained, it shows that only two categories of audiences appear, namely Dominant Hegemonic and Negotiated reading. A total of four informants are in a dominant position of hegemony, where the audience agrees and thoroughly accepts the message contained in the film. The other informant was in a negotiating position. This happens because informants have different educational backgrounds, ages, and social environments, so in interpreting a message, both voice, text, and image messages adjust to the cultural values inherent in each informant.

Table 2. The position of the audience's reception of the film's message in the film *Miracle in Cell No. 7* according to the model of Stuart Hall

No	Name of Informant	Dominant Hegemonic Position	Negotiated Position	Oppositional Position
1.	Yahya	√		
2.	Agustin Dini	√		
3.	Sultan		√	
4.	Zaki	√		
5.	Zulfa	√		

Source: (Author's Preparation 2023)

In reception analysis, there are three positions of the meaning of research subjects on the content of media texts, namely dominant hegemony, negotiation, and opposition. The results of the interviews that have been conducted will be included in the group or part of the reception analysis research theory of Stuart Hall.

Of the 5 (five) informants, there are 4 (four) informants who agree with the message in this film. In general, informants in the Dominant Hegemonic category have the opinion that the importance of justice in the legal system. They see that the film powerfully portrays the injustice experienced by Dodo's character, who is accused of a crime he did not commit. This triggers feelings of empathy and a sense of wanting to see justice restored.

Of the 5 (five) informants, there is 1 (one) informant who falls into the category of Negotiated Position. The informant agrees with the message about justice in this film but also realizes that law enforcement should not behave unfairly, as shown in the story. Not all law enforcement is as depicted in the story. Some law enforcement officers work with dedication to maintain justice and protect the public. Law enforcers who work with dedication carry out their duties with a commitment to respect the law, protect communities, build trust, implement justice, and safeguard human rights. Their dedication is important in maintaining social order and public trust in law enforcement agencies.

Informants with the Dominant Hegemonic category have the same overall meaning of messages related to the film that is the object of research. The similarity of opinion between informants and the meaning of the message leads informants to the position of Dominant Hegemonic. Informants in positions of Dominant Hegemony argue that every individual, regardless of their background or condition, is entitled to fair treatment in the eyes of the law. The informant felt that the film succeeded in portraying the injustices that could occur in the justice system, and this motivated them to support changes in a fairer legal system. Overall, the message of the film "Miracle in Cell No. 7" about justice in law motivates respondents to support the principles of justice and understand the importance of fair treatment in the eyes of the law.

The five informants understood that law and justice must be upheld as fairly as possible regardless of feathers because all are equal in the eyes of the law. However, what distinguishes it from Negotiated Position is that according to informants, the character of law enforcement in the film does not reflect the duties that law enforcement should do. Law enforcement must be fair because justice is a fundamental principle in the legal system that ensures the protection of individual rights, maintains social order, and gains community support. Justice also prevents abuse of power, respects human rights, and supports democratic principles and the prevention of inequality in the legal system. Fair law enforcement ensures the legal system is more legitimate and has moral authority. Film should be regarded as a source of inspiration to support justice in society, not as a perfect reflection of reality. It becomes an opportunity to reflect on our role in ensuring justice, driving positive change in the justice

system, and engaging in discussions with others on justice issues. In this way, we can use the film's message as a trigger to play an active role in creating change for the better in the real world.

5. Conclusion

Based on the informant's decoding of the film *Miracle in Cell No. 7*, the results obtained showed that only two categories of audiences emerged, namely Dominant Hegemonic and Negotiated reading. A total of four informants are in a dominant position of hegemony, where the audience agrees and thoroughly accepts the message contained in the film. This shows that Hanung Bramantyo as the director, succeeded in hegemonizing the audience with the message he wanted to convey in this film about law and justice that must be upheld fairly regardless of feathers because everything is equal in the eyes of the law. One other informant was in a negotiating position. These results suggest that informants generally agree with the film's message but do not fully agree with the film's message to which the informant has other understandings. This happens because informants have different educational backgrounds, ages, and social environments, so in interpreting a message both voice, text, and image messages, it adjusts to the cultural values inherent in each informant.

Suggestion

It is hoped that this research can at least form a more active audience in receiving film messages. Where the audience can be wise when consuming media messages. The film *Miracle in Cell No. 7* is expected to be a call for social change and a reflection on the importance of justice in the legal system. It is hoped that this film can inspire audiences to question and evaluate the existing justice system and spark a deeper discussion about the efforts that can be made to ensure true justice in society. In addition, the film is expected to increase empathy for individuals with mental retardation and highlight the need for better legal protection for them. Through its messages, it is hoped that this film will provide a positive impetus for better social change in the legal system and society.

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