

Audience's reception to social criticism in the Film "Atas Nama Daun"

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ABSTRACT

Keywords

Dominant-hegemonic position Negotiated position Oppositional position Reception Stuart Hall

Film is one of several mass media to influence the audience's point of view of an object, phenomenon, or problem. Every film produced must have a message, an idea that wants to be conveyed to the audience. In some mass media, Marijuana is always present in bad form, the benefits of Marijuana as an alternative medicine for various diseases are still minimally known to a wide audience. Some countries legalize marijuana in a limited way only for medical purposes, and some other countries have legalized marijuana in full. But in Indonesia, marijuana is still a debate because the government has not conducted scientific research on marijuana. Through this study, researchers tried to find out how the audience reception in seeing, assessing, interpreting the issue of medical marijuana legalization in the documentary film Atas Nama Daun. This research uses a qualitative approach method and uses Stuart Hall's reception theory where there are 3 audience groups, namely dominanthegemonic groups, negotiated position, oppositional position. The results of this study showed that out of 5 speakers, there were three speakers in the dominant-hegemonic group who agreed on the content of the message in the film. One interviewee in the negotiated position group agreed with the content of the message, noting several aspects of the film. The last group of oppositional positions was one source who disagreed with the content of the message in the film Atas Nama Daun. Based on the results obtained, it can be concluded that the majority of the audience agrees with the content of the message in the documentary Atas Nama Daun.

1. Introduction

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Indonesia is a country that does not legalize marijuana for consumption by the public, whether used in the form of medicine, or other industries (Gondokesumo, Marisca Evalina, 2021). Not only selling, possession of marijuana in any amount can be punished, and imprisoned (Rolando et al, 2022). Currently there are still limitations in opening new points of view to see marijuana as a plant that can provide benefits, especially in medical terms. Cannabis has the scientific name Cannabis sativa, The term cannabis generally refers to the shoots, leaves, flowers and stems of plants that are cut, dried and chopped. Usually marijuana is formed into cigarettes. Marijuana also has other names such as marijuana, grass, weed, pot, tea, Mary jane and its products hemp, hashish, charas, bhang, ganja, dagga and sinsemilla (Camellia, 2010). Medically marijuana has a chemical composition contained in marijuana is cannabinol. Cannabinol or THC which consists of Delta -9- THC and Delta -8- THC. Delta -9- THC itself, affects the mindset of the human brain through the way it sees, hears, and affects the mood of the wearer. Delta -9- THC is believed by medical scientists to also be able to treat various diseases, such as leaves and seeds, to help cure tumors and cancer. The roots and stems, can be made into herbs that can cure stomach spasms, dysentery, anthrax, asthma, blood poisoning, cough, diarrhea, burns, broncritical, and much more that can be used from this part of the plant (Lutfiyani Dini et al, 2023).

Internationally, the use of marijuana is regulated in the Single Convention on Drugs 1961. In the 1961 Single Convention on Narcotics, the use of marijuana was initially regulated in schedules I and





IV as a dangerous narcotic plant and needed close supervision so that it could not be consumed as medicine. However, on the recommendation of the Expert Committee on Drug Dependence (ECDD) of the World Health Organization (WHO) in 2019, then at the Commission on Narcotics Drugs (CND) hearing in 2020 it was decided that the regulation of marijuana use was excluded from schedule IV of the 1961 Single Convention on Drugs so that it can be used as a treatment material even though it remains in Schedule I which means it is still under strict international supervision (BNN, 2020). Meanwhile, some researchers have published a number of benefits of medical marijuana, namely being able to treat nausea and vomiting caused by chemotherapy, complex motor disorders in children, as well as epileptic seizures (Maa, Edward, & Figi, 2014). In other studies, the use of medical marijuana in low doses for neuropathic treatment proved safe did not have a short-term effect, although there still needs to be further research to see the long-term effects of medical marijuana use (Lee, Gemayel et al, 2018). Marijuana or cannabinoids used as medical therapy to treat or relieve diseases or symptoms of disease are understood as medical marijuana (Whiting, Penny F et al, 2015). Medical marijuana can be consumed by smoking, inhaling, mixed with food, or made into tea. The WHO Drug Dependence Expert Committee (ECDD) assesses that CBD contained in cannabis plants may have therapeutic benefits for a number of diseases including Alzheimer's disease, Parkinson's disease, depression, cancer, diabetes, cardiovascular disease, and anxiety (Cascella, 2017).

Marijuana is a plant that causes controversy among the people of Indonesia. In the law, the prohibition of marijuana is contained in Law Number 35 of 2009 concerning Narcotics and marijuana is included in the category of group 1 where all parts of the cannabis plant cannot be used. If we read more deeply about Article 4 letter a of the 2009 Narcotics Law, it states ensuring the availability of narcotics for the benefit of health services and / or the development of science and technology. Furthermore, it is mentioned in article 7 of the Law on Narcotics Year 2009 which states that narcotics can only be used for the benefit of health services or the development of science and technology. Article 8 of the Narcotics Law of 2009 In limited quantities Group 1 can be used for the benefit of the development of science and technology and for diagnostic reagents. Unlike the Narcotics Law No.35/2009, cannabis plants in the Decree of the Minister of Agriculture (Kepmentan) No.104/2020 are categorized as medicinal plant commodities. Although not long ago the Ministry of Agriculture was temporarily revoked, some parties who supported the legalization of medical marijuana assessed positively on the Ministry of Agriculture's policy (Indonesia, 2009). The Indonesian state only regulates narcotics to be used for health service purposes only, however, for marijuana plants until now it is still considered a plant that is haram and harmful (Lutfiyani Dini et al, 2023).

In mid-2022, coinciding with International Anti-Narcotics Day, the public was shocked by a mother who pushed her child in a wheelchair in a Car free day Jakarta with a poster that reads "Please My Child Needs Medical Marijuana". This phenomenon managed to become the spotlight of the national media, until it entered the discussion meeting of commission III of the House of Representatives, regarding the legalization of medical marijuana. Santi's mother carried out the campaign action with the aim of her son Pika getting the right to use marijuana as a cerebral palsy drug that he had since childhood, Pika at least had seizures for 2 times in 1 week during his life and when Pika had seizures at that time Pika experienced a decline in body condition both motor and cognitive. Together with two other mothers who have children with Cerebral Palsy, Ibu Santi Warastuti, Ibu Dwi Pertiwi, Ibu Nafiah Murhayanti submitted a judicial review of the Narcotics Law No. 35 of 2009 to the Constitutional Court to legalize medical marijuana as a treatment for her child. The Constitutional Court has finally decided to reject the use of marijuana as a medical treatment or used in other ways. Some studies and studies and looking at other countries that have legalized the use of medical marijuana, the Indonesian government should also be able to do the same with other countries that have legalized medical marijuana. The Indonesian government until now has not opened its eyes and seen the benefits provided by cannabis plants as medicinal materials that can cure or alleviate certain diseases (Lutfiyani Dini et al, 2023).

Criticism of the medical marijuana polemic is very attractive to the mass media. One of the media that can voice a form of social criticism of society is film. Film is an audio-visual communication medium that can provide information to the audience who watch. Social criticism can also be conveyed through documentaries. Because, through documentary films message makers can convey information through portraits in real life. Where the scenes taken in the documentary film are original events from events that just happened and unexpected (Gani, M. A., &; Nuraeni, 2019). Efforts to

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convey social criticism using certain media must be based on the message can be conveyed to the audience. The message maker must choose the right media, so that the criticism conveyed through the media can be understood by the audience. One of the documentary films that airs a form of social criticism is a documentary film entitled Atas Nama Daun which is aired through the Youtube channel. In the Documentary on the Name of the Leaves itself discusses the ins and outs of the use of medical marijuana. Broadly speaking, it tells the story of Aristo Pangaribuan, a lecturer at the Faculty of Law at the University of Indonesia who is studying a Phd at the University of Washington, Seattle. During his studies there Aristo conducted research and wrote scientific papers *Causes and Consequences of The* War on Marijuana in Indonesia. Aristo interviewed several sources in Indonesia who had been in trouble with the law for using marijuana for daily activities and medical use for the diseases he suffered. Aristo also interviewed three mothers who have children with Cerebral Palsy who submitted a Judicial Review of the Narcotics Law no. 35 of 2009 to the Constitutional Court on the basis of Aristo's research and scientific work that this Documentary Film was made.

There are 3 previous studies that according to researchers are relevant to this study. The first study was a research conducted by Bunga Trinata Anggarwati in 2017 with the title "Audience Meaning of the Film Dokmenter Dhira Narayana of Lingkar Ganja Nusantara. This study discusses the audience's meaning of the documentary film "Dhira Narayana of Lingkar Ganja Nusantara". The second research is a study conducted by Surya Wibowo in 2019 entitled "Construction of Marijuana Users (Study of Reception Analysis in the Film 3 Days For Forever). This study discusses how the reception of the audience of the film audience 3 Days for Forever, regarding the reality presented regarding the use of marijuana. The third research was conducted by Santoso in 2020 with the title "Analysis of Audience Reception to Meliana Case News in Medan". The results of this study show that there are different interpretations of audiences in giving meaning to the news of Meliana's case who complained about the sound of the call to prayer in online media related to their socio-cultural background. The results also show that there are contextual factors that influence audience acceptance of media texts.

Based on the explanation above, researchers are interested in exploring further about how audience reception in responding to social criticism in the documentary film Atas Nama Daun. Researchers use reception theory put forward by Stuart Hall. In reception theory, the meaning of the message will be carried out through the process of encoding-decoding. There are 3 categories of grouping of the sender's meaning and understanding of the receiver, namely dominant-hegemonic position of receiving the message completely, negotiated position is receiving the message but not all of it is received, and oppositional position rejecting media messages. This study also limits the source as a recipient of messages to 5 people because the 5 informants are a benchmark in a research comparison. The purpose of the researcher in this study is to describe the audience's reception in seeing the issue of medical marijuana legalization in the documentary film In the Name of Leaves.

2. Method

This research uses qualitative research methods with a descriptive qualitative approach with the aim of describing events, phenomena and attitudes of a group. According to Sugiyono (2018), qualitative methods are research methods based on philosophy, which are used to examine scientific conditions (experiments) where researchers as instruments, data collection techniques and qualitative analysis emphasize meaning. Furthermore, the type of research used in this study is qualitative with reception analysis methods. Then this type of research with qualitative research with reception analysis methods. Reception analysis is one of the studies of mass communication that discusses the reception and meaning and role of messages received by audiences in everyday life. Reception analysis attempts to understand how the audience perceives a message (Pawaka, D. &; Choiriyati, 2020).

Stuart Hall's reception theory was influenced by two stages, namely encoding and decoding. Encoding is an internal activity carried out by a person to select and design verbal and non-verbal behavior in accordance with the rules in grammar to create a message. The result of encoding behavior is a message. Decoding is the internal process of the receiver and giving meaning to the behavior of the source that represents the feelings and thoughts of the source (Mulyana, 2009). There are three categories of ideal positions for the audience in reviewing a message. In this case, there are three audience positions that experience the process of encoding / decoding a message as follows:

- 1) Dominant-hegemonic position, where the audience receives media messages by translating and receiving discourse exactly the same as the discourse presented by the media
- 2) Negotiated position, where the audience negotiates between the meaning conveyed by the message in the media and the meaning created in the audience's mind.
- 3) Opposition position, that is, the audience in this case understands the message from the media but the audience does not accept or reject the discourse conveyed.

According to (Morissan, 2014) Dencoding can be interpreted as an activity carried out by the source in interpreting an idea or an idea received by the receiving senses. Dencoding the message is based on perception, thought and interpretation. Here are 3 processes of interpreting the message:

- a. Perception is the process of giving meaning to something received through the five human senses so that each individual can organize, choose, and translate information to create a meaningful picture of the world.
- b. Thought is the individual act of parsing, weighing, and connecting to decision making.
- c. Interpretation is the provision of assessments, understandings, impressions and views by someone on something based on the knowledge and experience that the individual has.

Data that can be used are data collected using observation techniques, in-depth interviews, and literature studies (Sugiyono, 2015). In-depth interview or In-Dept interview is a technique in qualitative research. A respondent or group of respondents communicates materials and encourages free discussion. With in-depth interviews with informants, researchers can find out the real reasons for respondents taking such decisions (Ardianto, 2010). Data collection was carried out by means of in-depth interviews with resource persons who had watched the documentary film Atas Nama Daun. Because this study used in-depth interview techniques, researchers can interview informants more than once. In this case, the informant was asked to retell about the film he had consumed. Observation is the basis of knowledge. Observations are made in order to obtain data that are in accordance with the facts in reality (Sugiyono, 2015). There are several classifications of observations including; 1) participant observation; 2) over observation and covert observation. This study was conducted using participatory observation so that researchers were directly involved by looking at film as material in making interview questions. Researchers participated in watching the film, in order to get deeper data so that researchers are expected to be able to correlate the content of the message in the film with the meaning obtained by the source.

Literature Study is a literature review related to theoretical theories and other references related to values, cultures and norms that develop in the social situation being studied and besides that literature review is also very important in conducting a research, this is because research will not be separated from existing scientific literature. In this study researchers took information from books, scientific papers, theses, the internet and other sources.

The data analysis technique in this study was carried out with the steps of reception analysis according to Sulistyani (2011: 5-6) are as follows:

- a. Identify and consider the purpose of the reception analysis, at this stage the researcher identifies why the topic was chosen and why it needs to be analyzed with reception.
- b. Data collection, data collection methods used are in-depth interviews, observations, and literature studies.
- c. Data analysis, data from interviews are made transcripts, then analyzed by considering several things that include the process of decoding messages.
- d. Audience categorization, categories formed after the analysis stage are then compared with audience categories to be grouped into three audience groups, namely whether they are included in dominant reading, oppositional reading, or negotiated reading.
- e. In conclusion, after all the steps have been passed, then the researcher makes conclusions from the research data that has been managed.

Data validation techniques in this study use data validation techniques by triangulating data sources. Source triangulation is comparing and checking back the degree of trust of information obtained through different times and tools in qualitative research (Moleong, 2010). Triangulation of data sources explores the truth of certain information by using various data sources such as documents, archives, interview results, observations or also by interviewing more than one subject who is considered to have different points of view.

3. Result and Discussion

3.1 Encoding

At the encoding stage, researchers want to know what message the producers want to convey through a documentary entitled Atas Nama Daun. Marijuana is something that until now is still considered skewed and opposed by law even though viewed from a medical point of view, marijuana can be a cure for certain diseases that even chemical drugs cannot cure. Marijuana therapy is considered healthier for the body than drugs made from chemicals that in the long term consumed continuously will have side effects that are not good for organs. Based on an explanation from the production house anatmanpictures.com, Mahatma Putra as the director of the documentary film Atas Nama Daun said that the problem of marijuana is not only about enjoyment. There are crucial historical, political, legal, medical and humanitarian aspects that are pounding the hearts of those who care

Atas Nama Daun is divided into five parts. Each section captures marijuana from a different perspective and shows what is wrong with marijuana-related policies in Indonesia. When talking about marijuana, the state's attitude seems to have no mindset developing from time to time, rigid and prohibitive. There is no compromise and even tends to turn a blind eye. Even for medical purposes, where many other countries have begun to legalize marijuana, this country chose to 'seek safety' by banning marijuana under the pretext of unpreparedness. The potential of marijuana in Indonesia is very large even the best in the world, but Indonesia needs time to legalize the use of marijuana. Moreover, its use is also still a sensitive issue to discuss. Authorities aggressively pursue marijuana users. Marijuana users, including those who use marijuana for medicinal purposes are pursued and criminalized.

3.2 Decoding

At the decoding stage, researchers will use interview techniques on 5 predetermined informants. To get maximum interview data, the arrangement of questions emphasizes 3 aspects, namely perception, thinking, and interpretation. This division is done because in the process of receiving messages, the audience is an active recipient of the message in creating meaning. The audience translates and gives effect to the message received according to the background of the recipient of the message.

 Table 1.
 Decoding Message

No	Informant	Perception	Thought	Interpretation
1	Agung Jauhari	A highly recommended movie to watch. The shooting was excellent. Not confusing plot. Use of audio with good quality.	Atas Nama Daun is a film that opens the minds of the speakers that the use of marijuana should be legalized if it is a medical need.	Speaker one agreed because Atas Nama Daun is a film that contains messages that represent people with certain diseases to get the right to use medical marijuana.
2	Putri Nuskandini	Interesting documentary, dare to take risks. Good picture taking. The plot taken is interesting.	This movie can awakening the public that the state doesn't have an integrity and the state does not have a bold stance to legalize marijuana as medicine.	Speaker two agreed with the message in the film. According to the source, the message conveyed in film it is the beginning of a struggle for consciousness.
3	Brian Pradipta	A bold documentary. More shooting emphasis on narrative. The	The Narcotics Law is a policy that not well studied. The resource person chosen in the	Speaker three agreed that the film contains an honest and courageous message. The role of the government is

		plot shows the film documentary in expository style. Audio gives a dramatic effect.	film is right because he is a person who has used marijuana as a health therapy.	very unfortunate because it lacks the courage to take risks and tends to seek safety.
4	Desiya Kurniawati	The shooting is good and makes the audience comfortable. The plot is also interesting. Good use of audio	The interviewee stated that he did not understand the Narcotics laws. However, he explained that this film is very interesting because it opens new minds about marijuana which turns out not always negative.	Speaker four agreed with the message conveyed in the film. The data in the film provides complete information. So that gives new understanding even to people who do not understand marijuana. But marijuana should not be legalized in Indonesia because it seems that human resources here are not ready to accept.
5	Yusuf Abror	The takes have represented all aspects of the film's content. The plot of the film is easy to understand. The audio used is clear.	The source explained that the film was only to accompany public opinion to be able to use marijuana under the guise of a medical drug. The resource person rejected legalization related to the use of narcotics even for drugs.	The source stated that he did not agree with the content of the message, according to him, this was only a subterfuge of the elite as a need for certain parties so that when using it could be done freely.

3.3 Audience Meaning Classification

In reception analysis, it aims to determine the audience's acceptance of social criticism messages in the documentary film Atas Nama Daun. Based on the results of research through a decoding process carried out on 5 speakers. Researchers can classify that there are three sources who fall into the domince-hegemonic position group. There is one resource person who is included in the negotiated position group and one resource person is included in the positional. The following is the result of the classification of audience meaning.

Table 2. Audience Meaning Classification

No	Informant	Dominant- hegemonic position	Negotiated position	Oppositional position
1	Agung Jauhari	$\sqrt{}$		
2	Princess Nuskandini	$\sqrt{}$		
3	Brian Pradipta	$\sqrt{}$		
4	Desiya Kurniawati		$\sqrt{}$	
5	Joseph Abror			√
3 4 5	Desiya Kurniawati	√ 	V	√

a. Dominant-hegemonic position

In this position where the audience receives the message of the media by translating and receiving the discourse exactly as conveyed by the media, and the audience does not mind the message conveyed by the media being seen or heard. The recipient of the message or the audience does not provide a refutation or rejection to the media of the content of the message that has been conveyed. In this dominant-hegemonic position, there are 3 informants, the first of which is Agung Jauhari stating that he agrees with the content of the message because the documentary film Atas Nama Daun is a film that contains messages that can represent people with certain diseases to get the right to use medical marijuana. In addition, the informant felt that after watching the film, it was more open to the mind that the use of marijuana turned out to be important and that if in medical needs, the use of marijuana could be legalized in Indonesia.

Based on the results of interviews that show perceptions, thoughts, and interpretations, it is seen that the kedu speakers have perceptions that match the positive impression of the film Atas Nama Daun. The source stated that the film made the audience realize that the state has no integrity and the state does not have a courageous attitude to legalize marijuana as medicine. The informant agreed with the message in the film because it contained social criticism and as a first step in the struggle for consciousness. Finally, the third informant stated that he strongly agreed with Atas Nama Daun because of the social criticism message in the film, and contained an honest and courageous message. The role of the government here is very unfortunate because it lacks the courage to take risks and tends to seek safety. Even if marijuana can be legalized as a medical drug, many people who have a history of illness like in the film will have their lives saved.

b. Negotiated position

In this position, the audience negotiates between the meaning conveyed by the media message and the meaning created in its mind. The public accepts the message conveyed by the media, but reconsiders whether or not the discourse is in accordance with what is believed. The informant in this negotiated position was Desiya Kurniawati. Based on the results of interviews that show perceptions, thoughts, and interpretations, it can be seen that the interviewees are individuals who do not really understand the events in the film In the Name of Leaves. However, the informant said he agreed with the message conveyed in the documentary. Despite agreeing with the message, the interviewee did not see it as a message containing social criticism. The source stated that the film is a documentary that provides information for the public, based on the data presented in the film.

c. Oppositional position

In this position, the audience understands the message of the media but does not accept the discourse conveyed. Opposition audiences are often seen as critical when they do not simply trust the discourse and reconsider the truth of the message conveyed by the media. In this oppositional position, informant Yusuf Abror firmly stated that he did not agree with the content of the message, according to him, this was only a subterfuge of the gelobal elite as a need for certain parties so that the use of marijuana could be done freely. The interviewees did not see the film as social criticism but the film was only to accompany public opinion under the guise of marijuana as a medical drug. Reject any form of legalization of narcotics.

4. Conclusion

The results of this study show that audiences are considered not only to accept and agree with what is conveyed by the media, but audiences have different perceptions and responses to media content because of the cultural background brought by individuals when they consume it. This film sparked controversy in the community because of the discourse on marijuana legalization that it carries. Lingkar Ganja Nusantara conducts an advocacy movement against narcotics policy in Indonesia with the aim of demanding the government to change relations related to class I narcotics regulations. Using Stuart Hall's reception theory that has gone through the encoding-decoding process, researchers

obtained 5 informants who were used as resource persons and found various responses to the issues conveyed in the documentary film On behalf of the Leaves. Most of the interviewees are in a dominant-hegemonic position where the source states that there is no refutation or agreement with the content of the message in the film because of its use as a positive need, namely marijuana as a medical drug. In another position, there is one source in the negotiated position who agrees with the content of the message in the film, however, it does not fully accept all because it is feared that if marijuana is legalized in Indonesia, the community is not ready to accept and can be misused. In the oppositional position, there is one source who categorically rejects any reason related to narcotics even though they are medical drugs.

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