

CHAPTER IV

FINDINGS AND DISCUSSION

This chapter provides the findings and discussion of the commodification of happiness in the four notable wedding articles produced by *Bridestory* through Semiotics theory developed by Roland Barthes and Encoding-Decoding theory proposed by Stuart Hall. The findings are divided into three sub sections, whilst the discussion is divided into seven main sections and twenty four sub sections.

4.1 Findings

4.1.1 Textual Findings

From the discussion of the four articles, in visual texts *Bridestory* displays the happiness in the form of wedding concept that dominated with fairytale inspired elements, classic colors, roses, traditional but edgy elements, warm light, and nature inspired decoration. Whilst in written texts, *Bridestory* sells the wedding concept by explaining their achievement implicitly in a sense that *Bridestory* wants to prove the readers that they can fulfill the desire of their customers, in this case they want to show that they can make every dream wedding come true.

4.1.2 Text Production Findings

The textual findings are reinforced in the process of text production. *Bridestory* has their own standard for every picture in the website. For the real wedding' section, they curate the pictures from wedding vendors that submitted to

their website according to *Bridestory*' standard (Ayunda Wardhani, personal communication, April 26, 2017). *Bridestory* set a high standard for wedding vendors registered or submitted pictures in the website. Before the wedding vendors officially registered in *Bridestory*'s website, they have to send their portfolio. For the wedding ideas' section, *Bridestory* do the photo shoot by designing the concept and then asking the vendors to join with them. After that, they produce the article. *Bridestory* curates the wedding vendors not only from their portfolio, but also their pictures. Whilst for the exclusive wedding, *Bridestory* merely handles wedding from well-known couple that will give a good publication for them. In these four articles, *Bridestory* merely handles Sandra Dewi's wedding.

Based on the encoding-decoding theory by Stuart Hall that applied in this study, the three processes of encoding; Frameworks of Knowledge, Relation of Production, and Technical Infrastructure is found through the interview section with the Editor in Chief of *Bridestory* as the producer of the text. The procedure of *Bridestory*, the relation of one worker to another in producing the text, and the tools that support the process of text production is described in the tables below.

Text Production for Real Wedding' Section

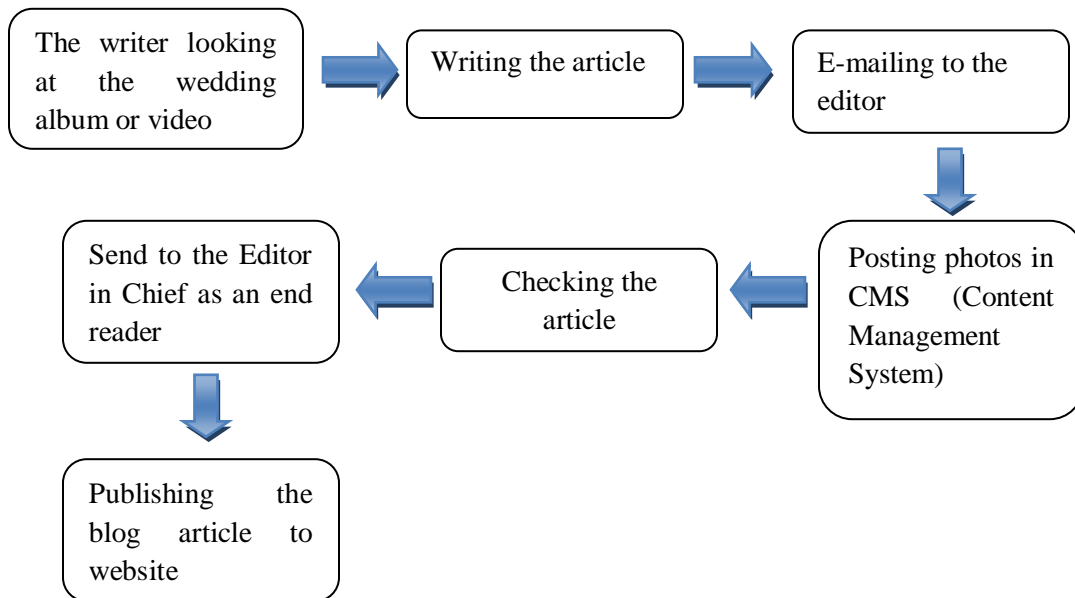


Table 4.1 Production Process 1

Text Production for Wedding Ideas' Section

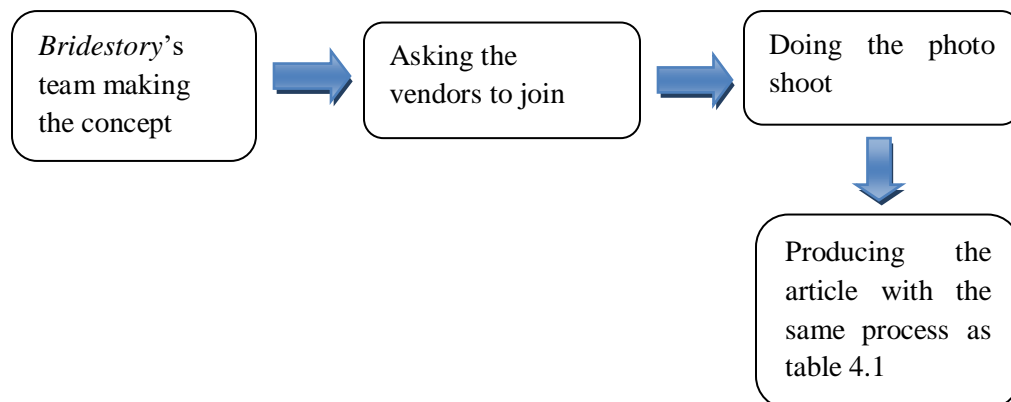


Table 4.2 Production Process 2

Text Production for Exclusive Wedding

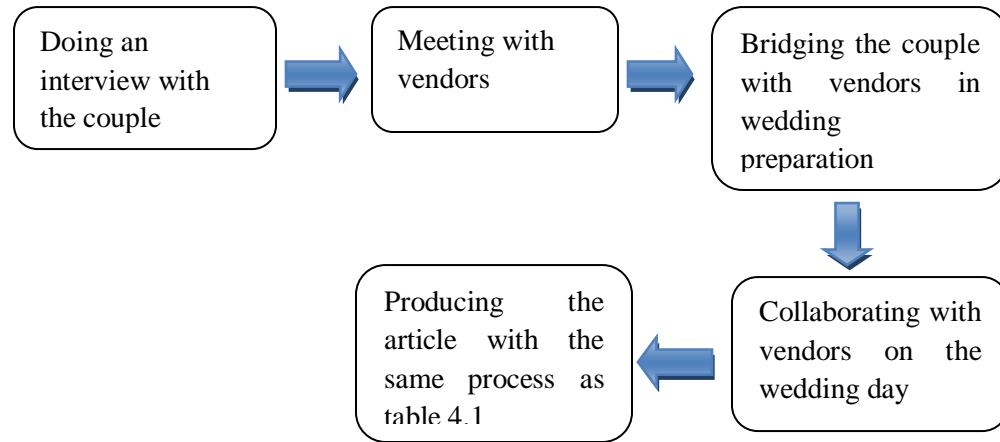


Table 4.3 Production Process 3

4.1.3 Text Consumption Findings

The blog articles in notable wedding category for the consumers are merely gives information about the wedding concept and wedding vendors used by the couple in the article. It does not influence the consumers to choose that wedding concept. The popularity of *Bridestory* already inspired the consumers to have a dream wedding. *Bridestory's* visual works has influence the consumers to follow them, it is proven from the interview section with fifteen visitors of *Bridestory Fair 2017* that they all know *Bridestory* from social media; Instagram. *Bridestory* perceives the opportunity in the raising of this social media to grab hip market. In the purpose of wedding, the consumers of *Bridestory* defined their happiness on a wedding reception.

From the discussion of the text consumption, I found three positions of reader in consume these four articles. The dominant-hegemonic position is for the reader who is agreed and takes the meaning from the text full and straight. The negotiated position is for the reader that stands between the dominant and the oppositional because of their own understanding in consuming the text. The oppositional position is the reader who has the opposite opinion from the producer. These three positions can be seen from the consumers' opinion towards *Bridestory* before and after read the articles.

4.2 Discussion

4.2.1 Sandra Dewi and Harvey Moeis' Dreamy Wedding in Jakarta



Figure 4.1 Image 1



Figure 4.2 Image 2



Figure 4.3 Image 3

4.2.1.1 Visual Texts

Image 1

Primary Signification (Denotation):

This picture is dominant with off-white and light gray colors. The background color of this picture is light gray. There is a back view of an open envelope that overlapped with a front view of sealed envelope. In the cover of the sealed envelope is written “The Wedding of Harvey and Sandra November 8th 2016”. There is a small stamp of castle’s picture at the top left corner of the sealed envelope. A small box of souvenir made from paper on the left of the envelope tied with old lace ribbon. Under the envelope, there is a torn paper with an embossing castle picture and the writing “Harvey & Sandra” under the castle. There is also another paper with the most writings than others. On this paper, there is a real key that stick on the bottom of the paper. All of the writings in this invitation use the cursive style writing font. There are also two ivory roses match with the color of envelope and papers. One rose is placed on the bottom right corner, whilst the other rose is placed under the small paper box with its fall off petals. The last property in this picture is the old lace ribbon with an irregular shape.

Secondary Signification (Connotation):

Off-white or ivory color is the softer version of white with a touch of cream and brown in it. Color Psychology (“Wedding Colors,” n.d.) stated that ivory color means old-fashioned but still elegant and classic. Ivory color in wedding will

surround the guests with a feeling of calm, comfort, luxury and quality. Gray is a classic and timeless color for wedding. All of this signifies nobility or a royal party. The envelope in this picture is Sandra and Harvey's wedding invitation. The stamp of castle's picture is the symbol of Disney because it is Sandra's dream since childhood to married in Disneyland. Disney represented dreamy in this article because all things in Disney's company related with fairytale and magic. Dreamy used to depict things that are over imaginative or unrealistic.

White roses signify pure love and formal ceremony ("Wedding Flower," n.d.). The cursive letters on the cover of the envelope and on the paper represent classic and elegant. On the official account of this wedding invitation vendor, they stated that the key in this invitation is the key of happiness. The shape of key is a vintage key matched old castle picture. The Disney castle's picture on the paper represents Sandra's dream wedding. This picture signifies that Sandra invites all of her guest to be a part of her dream wedding. It also signifies an extremely good, high quality, long lasting and elegant style of wedding. This wedding invitation signifies that Sandra's wedding is a key to happiness, but her happiness is dreamy. This picture signifies dreamy wedding. Things that are dreamy seem slightly strange and unreal, but in a lovely way (Abrams, 2005, p.32). So, we can see this picture that Sandra still stuck in her childhood's fantasy because Disney is unreal.

Image 2

Primary Signification (Denotation):

In this picture, a medium shot of Sandra Dewi and Harvey Moeis. From side view, Sandra wrapped in a white ball gown and transparent veil. Sandra wears a simple headpiece that matches her gown color. She also wears a simple and small silver bracelet on her right hand. She is smiling while talking with microphone to Harvey. Harvey wears a black tuxedo. He holds Sandra's hand while looking at her eyes. We can see in this picture that Harvey smiled at Sandra. This picture is focused on Sandra and Harvey, whilst two men behind them look blurry. One man behind Harvey wears white clothes, while another man wears gold and white clothes. The background is blurring, so we can merely see spheres of yellowish light.

Secondary Signification (Connotation):

A medium shot is a value of framing focused from waist to up, not the whole body because in this picture the photographer tries to signify Sandra and Harvey's expression and gestures in doing the marriage's vow. Most brides in Europe as western culture often choose white wedding gown, which was made popular by Queen Victoria in the 19th century. Queen Victoria's dress also showed that her family could afford to send her off in an opulent style (Maynard, 2009, p.77). In modern day society, brides wear big, white, extravagant dresses which signify the same thing Queen Victoria's wedding dress indicated. Sandra also signifies that she is the queen at her wedding day by wearing white ball gown. Sandra's headpiece and bracelet signifies simplicity yet elegant. She represents a bride with high class taste by wearing a luxury headpiece and other accessories.

A veil of the bride signifies the Catholic and Christian wedding traditions. It represents the modesty and purity of the bride. The joining right hand also a part of Catholic and Christian wedding traditions, it represents the bride and groom's commitment of their marriage's vows. Harvey's tuxedo signifies that he is in a formal and special ceremony. It also signifies Harvey's gallantry as the groom. We also can see them in this picture as King and Queen if we relate with the first picture then their wedding as if a royal wedding of a King and Queen. It still signifies dreamy wedding because it is not a real thing in our daily life. Sandra and Harvey looked at each other with a smile signifies they are in love. The two men behind them signify the deputy of God in their holy matrimony. Both of them are blurry captured because this picture focused on the bride and groom. So, this picture signifies the king and queen tied in a marriage vows.

Image 3

Primary Signification (Denotation):

There is a picture of three-tiered wedding cake. This wedding cake decorated with amazing details such as the sparkle silver stones at the center of the cake with some Swarovski crystals on it and the shades of white flowers at the top and at the bottom of the cake. The cake is placed at the all-white set up table. There are also some white orchid flowers with silver ornament and one gold rose ornament. There is cutlery that set up neatly in front of the cake. The background of this wedding cake is a blurry picture of white set up chairs. This picture is dominated with silver and white colors.

Secondary Signification (Connotation):

The multi-tiered wedding cake was originally popular in British royal wedding ever since medieval times (Shyer, 1991, p.20). It represents the luxury of the wedding reception. The multi-tiered wedding cake has changes over time in its decoration, color, and shapes according to the bride and groom's desire. However, the meaning behind the multi-tiered wedding cake remains the same. The first layer of the cake signifies the bride and the groom as a couple, the second layer signifies the couple as a family, and the third layer signifies the children that they hope will be welcome to the family. The white wedding cake was first appearing in Victorian times and it always symbolizes purity until present times (Shyer, 1991, p.24).

The wedding cake referred to the bride as the central figure of the wedding. The detail of the wedding cake also represents the bride herself. Swarovski crystal signifies the high quality and elegance that is why it is used by many of the top fashion brands all around the world. The gold ornaments and sparkle silver stones signify the classy and elegant style of Sandra's wedding reception. While the silver set up cutlery signifies that they are in the grand wedding dinner because the reception was held at night. The official account of Sandra's wedding stylist stated that they decorate the wedding dinner inspired by Sandra's love of winter fairytale and Christmas festivities. Fairytale is a fantasy or unreal thing, this represents dreamy wedding concept. The domination of white signifies the classy color, whilst silver gives the touch of elegant. So, this picture signifies the dream of Sandra Dewi as the bride, Sandra as the queen of the night, and also the luxury of her wedding dinner.

4.2.1.2 Written Texts

This article tells the reader about Sandra and Harvey's first wedding ceremony. *Bridestory* as their wedding consultant not only writes the story of Sandra's wedding in Jakarta, but also the details of her wedding concept in this article. *Bridestory* named Sandra and Harvey's wedding as dreamy wedding because their wedding concept is a combination between Sandra and Harvey's dream. Sandra has a dream since childhood to get married in Disneyland someday, whilst Harvey has a dream to get married in Cathedral so *Bridestory* tries to realize both of their dreams by working with wedding vendors to make this wedding concept. *Bridestory* started this article by introducing their three-year-long relationship. They uses the word *unveiling* to explained their relationship because Sandra never publish her relationship to media before, then she finally unveil her relationship with Harvey through their pre-wedding album to tells the reader that Sandra is assured with Harvey. The writer uses the word *enchanted* to portray the pre-wedding album to make the readers visit their pre-wedding article.

According to the Editor in Chief of *Bridestory*, Sandra's wedding is dreamy and magical because not everyone can get married in Disneyland. Dreamy means having a magical or pleasantly unreal quality; dreamlike. So, dreamy is in line with magical. *Bridestory's* team have to go through many challenges such as the budget negotiation with Disneyland and also the date determination conflict, so this wedding is like impossible to happen for the team. This also indicates *Bridestory's* achievement in making their client's dream come true despite all the obstacles. In this

article, *Bridestory* wants to show their power in making dream wedding come true. Magical defined as having the power to make impossible things happen. Dreamy and magical used to depict Disneyland as *Bridestory* put the Disney's element in Sandra's wedding for instance the castle in her wedding invitation. *Bridestory* writes Sandra's statement that her wedding went smoothly and as planned to cultivate the reader's belief towards *Bridestory*. The writer stated the whole area was decorated to perfection to promote Royal Design Indonesia and Beautifleur as their wedding decorator. The timelessness of the wedding in the second paragraph refers to the shades of white and gray as a timeless color. White and gray is a classic and elegant color combination. Timeless means forever, so when the couple look at the album anytime it will stay beautiful as a wedding day.

Bridestory mentioned Adrian Gan as a celebrated Indonesian designer to promote his figure to the readers. *Bridestory* also indirectly promote their wedding photographer by mentioning The Leonardi and David Salim as they documenting moments of the merry occasion. In the third paragraph, there is a direct statement of Sandra that *Bridestory* make her special day a reality to emphasize the *Bridestory*'s vision to make every dream wedding come true. The writer uses the word *reality* to describe this wedding because the concept is what Sandra had always dreamed of. In the last paragraph, the writer tells us the vendors in *tea pai* ceremony and wedding dinner. Instead of give the explanation about tea pai ceremony, the writer promotes the iconic fashion designer for Sandra's cheongsam dress. The glamorous ensemble refers to the elements of luxurious wedding reception such as the headpiece and

bouquet. A classy all-white setup refers to Sandra's love of winter and Christmas festivities because winter and Christmas related to shades of white. The writer uses the words *beautifully decorated*, *stunning*, and *wonderfully* to promote the vendors and also to make the readers interested to view the pictures below the text.

4.2.1.3 Integrated Visual and Written Texts Analysis

From the discussion of visual and written texts, Sandra Dewi and Harvey Moeis' Dreamy Wedding in Jakarta shows the image of an opulent wedding celebration. The visual texts show that Sandra Dewi took elegant and classic wedding style adopted from Victorian era's style and also she put some fantasy element adopted from Disney. In written texts, the word *dreamy*, *magical*, *stunning*, *glamorous*, and *classy* explained the luxury of Sandra's wedding in Jakarta. From the visual texts, *Bridestory* depicted dreamy wedding by a fantasy wedding invitation, white ball gown, black tuxedo, and multi-tiered wedding cake. From the written texts, *Bridestory* described dreamy wedding by making the couple's dream a reality in their wedding reception and using well-known wedding vendors. Dreamy wedding concept in this article is depicted as a classic, elegant, fantasy, and opulent wedding style from the visual and written texts.

4.2.2 The Traditionally Edgy Wedding of Kirana Larasati and Tama Gandjar



Figure 4.4 Image 1



Figure 4.5 Image 2



Figure 4.6 Image 3

4.2.2.1 Visual Texts

Image 1

Primary Signification (Denotation):

This is a close up shot of Tama Gandjar as the groom. He does not wear a top in this picture, but he merely wears the flower buds arrangements on his neck. He is looking down with a smile in his face. His head looked wet because he is poured with water by a woman behind him. There is also a gold water dipper made of metal with its long gold handles. The same flower buds arrangements are hanged at the end of the handles. A woman behind Tama Gandjar pours the water from the gold water dipper to his head. This shot focused on Tama Gandjar as the subject of this picture, so a woman behind him is captured blurry.

Secondary Signification (Connotation):

A close up shot in photography is to focus on the facial expression of the subject. In this case, the photographer tries to capture Tama Gandjar's happiness by his face expression. His smile signifies his feeling in the special day. He is at the Sundanese *siraman* procession; parts of wedding traditional procession from West Java before reach to the wedding day. The flower buds arrangements in his neck are made up from a lot of small white jasmine buds. Jasmine symbolizes holiness in Sundanese culture, therefore it signifies his hope towards his marriage that will begin with a pure heart, body, and soul ("Indonesian Wedding," n.d.). The pouring water or *siraman* signifies sanctification before stepping into a wedding day. A woman behind Tama Gandjar is his mom as his parents who did the *siraman* procession. In this picture, his mom pours the water to his head as the first part of *siraman*'s step. He looked down while his mom pours the water signifies that he respect the trust given by his parents through this procession. Based on the title of this article, this picture represents the traditional wedding concept because Tama Gandjar is on the traditional procession, whilst the edgy part is not depicted in this picture.

Image 2

Primary Signification (Denotation):

Kirana Larasati is standing in front of the decoration that dominated with red and gold. She wears *baju tokah* matched the background color. She also wears *suntiang* on her head and a large size of gold necklace. If we take a look carefully at her left hand, there are scratches of henna. The accessories in her body match with the background color. She is looking away from the camera and stares at one direction. At the background, there is a golden brown sofa with *gadang* house's roof shape. On the right and left side of the sofa, there are boxes shaped like a house. There are also overlap red and gold curtains with a touch of orange at the back of sofa.

Secondary Signification (Connotation):

Baju tokah signifies that Kirana Larasati as the bride-to-be is in the *Malam Bainai* procession. It signifies the traditional dress from Minang. The henna in her fingers signifies the symbol of love from her family and close friends (Kristin, 2008, p.12). *Suntiang* or head accessories for Minang's bride signify the attractiveness of the bride. *Suntiang* also signifies that Kirana Larasati is the royal princess that wears a crown, but it also represents the burdens and responsibilities of Kirana as the future wife and mother. Gold accessories in her chest signify the beauty and wealth of Minangkabau. The roof of *gadang* house' sofa represents *gadang* house as the icon of Minangkabau. The roof of *gadang* house or *gonjong* signifies the victory of Minang people in the carabao's fight against Java's king in the past ("Minangkabau Traditions," n.d.).

The granary on the right and left side symbolizes prosperity. It signifies that Minang's people will not starve to death. Red signifies the bravery as the character of Minang people, whilst gold signifies glory and splendor of Minang culture. The looking away from camera pose signifies the private moment of the bride (Delaney, 2000, p.20). As the reader, we do not know exactly what has captured her attention. This can create an alluring tension that allows the reader to draw their own thoughts onto the person depicted in the picture. So, this picture signifies the upheld Minang tradition through wedding. This picture also implies the pride of a Minang woman towards her culture. This picture is related with the first picture because both of them is capturing the wedding traditional concept. The edgy part is not depicted in this picture.

Image 3

Primary Signification (Denotation):

The bride and groom are standing in a beautiful decorated veranda. They are holding hands while staring at each other. Tama Gandjar as the groom wearing white traditional Sundanese outfit with white cap on his head, whilst Kirana as the bride wearing white long dress. They are standing in the first level of some stairs. There are many lights in each of the stairs. There are also two pillars on the front and two pillars on the back. The pillars and the background are wrapped in white roses with orange light at the bottom of each pillar. There are three chandeliers hung in this veranda with the same shades of light. This picture uses a wide shot angle. We also

can see the reflection of the couple and half of the background in this picture. They are taking picture at night in outdoor place.

Secondary Signification (Connotation):

Tama Gandjar and Kirana Larasati are in their wedding reception in this picture. Both of them are holding hands while staring at each other signifies the union of their love. The groom wear traditional outfit, whilst the bride wears modern dress signifies the combination of traditional and edgy taste in their wedding reception. Edgy means at the forefront of a trend; experimental or avant-garde (Rebecca, 2001, p.11). Edgy style means thinking ahead of the curve and wearing styles that are unique. In this case, the couple wants to be a trend in giving wedding inspiration especially traditional wedding. Unique style in this picture is wearing a traditional outfit in modern decoration. The white rose's decoration in the background signifies marriage and new beginning of the couple. White roses also represent their remembrance towards this wedding reception's moment. Both of them are surrounded by many lights that signify the heartwarming love from the couple to all the guests.

The chandeliers signify the luxury of their wedding and the middle-up class' status because it is an expensive crystal. The reflection in photography is used to capture beautiful and unique images (Delaney, 2000, p.14). The reflection of the couple in this picture signifies the beautiful moment of their wedding. On the right and left side outside the veranda is dark, the purpose is to make the lights inside more releases it color when captured in the picture. This signifies the romantic and warm

atmosphere at the wedding reception. The wide shot angle is used in photography to show a lot of area and environment around the subject. Wide shot allows the viewer to see the subject and the environment around them. This angle shot signifies Tama Gandjar and Kirana Larasati as the newlyweds and also describing the environment around them. Based on the title of this article, the traditionally edgy wedding concept is depicted in this picture through the outfit and decoration.

4.2.2.2 Written Texts

This article tells the reader about the different concept of traditional wedding, in this case Kirana and Tama Gandjar's wedding. The writer puts Kirana Larasati forward in the first sentence because she is an Indonesian actress; she is more well-known in society than her husband. The idiom *tied the knot* means unite the couple in a marriage. The writer tells a brief story about Kirana and Tama's relationship to bring the reader into their love story. *Bridestory* tells us that the wedding concept is combining two traditional cultures; Sunda and Minang. Sunda came from the groom whilst Minang came from the bride. The writer uses the word *nuptial* because nuptial is referring to a wedding ceremony. The term *lovebirds* are used to describe two people who are obviously in love with each other.

The writer also mentions the Sundanese *siraman*, *ngaras*, *parebut bebetian*, Minang *tepung tawar*, and *malam bainai* to tell the traditional concept used by the couple. The sentence *the couple looked inherently in love with each other* in the second paragraph emphasized the term lovebirds before. Edgy taste means more modern. Edgy means at the forefront of a trend; experimental or avant-garde. Edgy

style is thinking ahead of the curve and wearing styles that are unique. Kirana's wedding concept is traditionally edgy because the couple followed all the procession traditionally, but in the same area they looked modern by the decoration and the outfit, for instance the groom wearing beskap, a traditional Sundanese top whilst the bride wears long dress at night in an outdoor reception. In the article, *Bridestory* stated that the wedding turned out beautiful as ever indicated that the wedding featured in *Bridestory* is always beautiful. *Bridestory* wants to prove that they never failed in fulfilling their client's desire, in this case a dream wedding. In the last sentence, *Bridestory* sells this wedding concept to the reader especially to grab Indonesian market.

4.2.2.3 Integrated Visual and Written Text Analysis

From the discussion of visual and written texts, The Traditionally Edgy Wedding of Kirana Larasati and Tama Gandjar show the image of an opulent wedding celebration that upheld traditional cultures in a modern way. The visual texts show that Kirana Larasati combined two traditional cultures in their nuptial, Sunda and Minang and also the couple modified the traditional style with a touch of modern to make a unique wedding or became a trend in wedding inspirations. In written texts, the word Sundanese *siraman*, *ngaras*, *parebut bebetian*, Minang *tepung tawar*, and *malam bainai* used to explain traditional wedding, whilst traditionally edgy is not explain in detail in this article. From the visual texts, *Bridestory* depicted traditionally edgy wedding by traditional wedding procession and combined it with modern

wedding reception. From the written texts, *Bridestory* depicted traditionally edgy wedding by explaining the combination of two traditional cultures and how both of them followed all procession. *Bridestory* also mentioned the couple's edgy taste, but not explain in detail about their edgy taste in the article. Traditionally edgy concept in this article is depicted as a wedding that upheld traditional cultures in a modern way.

4.2.3 The Romantic and Rustic Wedding of Vania Larissa and Wilson Pesik



Figure 4.7 Image 1



Figure 4.8 Image 2



Figure 4.9 Image 3

4.2.3.1 Visual Texts

Image 1

Primary Signification (Denotation):

Vania Larissa as the bride holds a bouquet of flowers in both of her hands. She looked down to the flowers with a smile on her face. The bouquet has colorful flowers; white, light pink, and peach roses. Besides roses, there are also some dried leaves and flower stems that intentionally not cut. Vania wears a strapless white gown. Her hair was left unraveled, she merely lift up a half part of her hair. She merely wears a tiara that curled around her head. She does not wear a necklace or other accessories. This picture is dominated with white as in the background, gown, flowers, and headpieces.

Secondary Signification (Connotation):

A bouquet of flowers signifies the expression of the bride herself. In this picture, Vania Larissa wants to express herself through the flowers. ("Wedding Flowers," n.d.) Roses itself represent the everlasting love, whilst each color has different meaning. Light pink signifies gentleness, admiration, joy, and sweetness. Peach signifies appreciation, sincerity, and gratitude. Peach also signifies closing the deal, in this case the deal to begin a marriage between the bride and groom (Cohen, 2005, p.37). The meaning of these colors is enhance an emotion, it represents romantic. Feeling an emotion is more important than logic or experience. White

signifies purity and virginity. The bride's eyes look at the bouquet of flowers signifies that the flowers is the center of interest in this picture.

In science of photography, each picture should have only one idea or center of interest to make the viewer understands the picture. The center of interest can be a single object or the arranged ones, so the viewers' attention is directed to one obvious area. We also can read the bride's pose as she is a timid bride because she does not look at the camera, whilst she looked down and smile to the flowers. A timid bride signifies she is a feminine bride. We also can see that the bride represents Cinderella through her pose because Cinderella appears sweet and soft. White is the most popular color in bridal fashion. When the bride photographed in all-white set up, then the picture will always looks beautiful even ten years to come because white is timeless and classic. The long wavy hair of the bride signifies the feminine side of a woman. The bride wants to looks elegant and attractive for the groom. In Cinderella's myth, the prince was enamored with the beauty of Cinderella until finally fell in love and married her.

Tiaras enhance a royalty impression to a wedding. Tiaras represent beauty and elegance of a woman (Cohen, 2005, p.22). The bride wears tiara signifies that she is princess in her wedding day. The strapless gown signifies the beautiful shoulders, neck, upper back, and collarbone area of the bride. The bride is dressed up in such a way as to be the most beautiful woman in that day to attract the attention of the prince, like in the Cinderella's myth that the prince fell in love with princess merely because of her beauty. People in romanticism era highlight the power of imagination.

Lluch (2004, p.47) stated that romantic conveys notions of sentiment and sentimentality, a visionary or idealistic lack of reality. Cinderella is a fantasy and fiction story, so the bride in depicted in this picture likes a princess lives in a utopian world for a day.

Image 2

Primary Signification (Denotation):

The camera angle used in this picture is low angle shot. This is an outdoor setting of place as we can see the palm trees in the background. The bride looks beautiful in her white strapless gown, whilst the groom looks handsome in his black suit. Both of them are having a clear vessel of sand and pouring them together into one vessel. The bride pouring the sand with her right-hand, whilst her left-hand holds the groom's right-hand. Their facial expression looks happy. On the table, there is a decoration of roses and dried leaves. This picture focused on the couple and the object, so the background is a blur.

Secondary Signification (Connotation):

This is a part of their wedding ceremony in Bali. The low angle shot used to describe the subject in the picture as a powerful, strong, and dominant person (Walker, 2000, p.30). In another case, the low angle shot also used to make the viewer seeing specifically what the subject is seeing at that moment. In this picture, the low angle shot used to make the reader seeing exactly the clear vessel of sand. It signifies that the couple indirectly asked the reader to be the witness of their union.

The two separate vessels of sands in both of their hands signify their life in the past from two different families and when they pour it to one vessel symbolizes their union to be in one new family (“Wedding Ceremony,” n.d.).

The unity sand ceremony is suitable to be held in outdoor. Holding hands signifies they declare a devotion and commitment to one another. The smile on their face signifies they are filled with happiness to be united as one new family. In this picture, the bride and groom like princess and prince in their wedding day. The representative of romantic wedding in this picture is the unity sand ceremony because the meaning is about love. Romantic poets in romanticism era write about physical and emotional passion. Romantic is related with love because love evokes an emotion. The decoration of roses and dried leaves signifies the rustic theme of their wedding.

Image 3

Primary Signification (Denotation):

In this picture, there are three lanterns in different sizes with the candles inside each of them. The lanterns are placed above the wooden floor and under the wooden table. The wooden table is adorned with peach and pink peonies, white roses, organic greens combined with fillers such as baby's breath flowers or greenery. The decoration is completed with the long-curved woods. This picture focused on the properties and crop decorations.

Secondary Signification (Connotation):

The light from candles inside the lanterns signifies the warm feeling in Vania and Wilson's wedding reception. The lower light is to create a more intimate atmosphere naturally ("Wedding Decorations," n.d.). The wooden table and floor used to match with an outdoor venue signifies that the bride and groom want to give a nature sense to the guests. The color of flowers is a light to represents the romantic theme in their wedding reception. Peony flowers signify a happy marriage, happy life, and good health ("Wedding Flowers," n.d.). Pink and peach are the most romantic color of peony. Baby's breath is a flower that signifies the everlasting love, pureness, and innocence. White roses signify true love, unity, and pureness of a new love in this case the love between the bride and the groom ("Wedding Flowers," n.d.).

The greenery signifies new beginnings and new life of the newlyweds. So, all of the decoration represents the wedding's rustic theme. In wedding industry, rustic is applied to weddings that pay tribute to great outdoors either through an outdoor venue or by incorporating tons of natural or nature-inspired elements. The adherents of romanticism era emphasized the importance of emotion over rationalization as a means of accessing nature because they enhance the beauty of nature. Nature is prime bringer of happiness in romantic theory. In this picture, the bride and groom create a romantic wedding with the use of rustic decorations.

4.2.3.2 Written Texts

Bridestory started this article by introducing the bride's position in society as a former Miss Indonesia. The bride or groom in notable weddings category are public figure, so the writer needs to writes who is the bride or groom instead of merely writes her name which probably not all of the readers know who is Vania Larissa. The writer mentioned this wedding as dreamy and divine. Dreamy in wedding concept means warm lighting, softer colors, and natural elements to create a magical feeling to the guests or help the guest to feel like they are in a dreamland where they merely enjoy the day without think about anything. Two of romanticism's characteristics are they highlight the beauty of nature and the power of imagination. The word *divine* means supremely good, in this case refers to the neat and nice details of this wedding. Romantic is having a characteristic of romanticism which they attach importance to the use of beautiful language as it dreams into the dream world, so the reader is touched by their emotions.

The rustic concept is explained with the phrase *under the shade of lavish greens, colorful flowers and rustic trees*. The writers mentioned these three main elements of decoration to give a depiction to the reader before they perceive the pictures. *Bridestory* writes that Vania looked stunning while Wilson put on a perfectly-tailored black suit to match, so in here the groom seems to follow or adjust to the bride to make her happy in that day. *Bridestory* writes that the couple performed the unity sand ceremony because it is one of the important parts of their

wedding as it is a symbol of their union. It is also an uncommon ceremony in wedding, so the writer needs to mention it to give an explanation about the pictures. *Bridestory* tries to bring the reader to the atmosphere of the wedding by stating that *the ceremony takes you into a more rustic-feeling space*.

The writer explains a rustic-feeling space with the details of the decoration. Organic greens with flowers and lovely wood are the elements of rustic concept, whilst gleaming lanterns and candles refer to the romantic side of the wedding. Taking a different approach refers to night wedding reception. After the bride and groom exchanged vows, the writers mentioned them as a husband and wife. The writer persuades the reader to feel the lovely vibe that comes from the pictures indicates that *Bridestory* puts more messages visually. *Bridestory* wants their reader to imagine their selves in romantic and rustic wedding by looking at the pictures.

4.2.3.3 Integrated Visual and Written Texts Analysis

From the discussion of visual and written texts, The Romantic and Rustic Wedding of Vania Larissa and Wilson Pesik show the image of wedding celebration in a utopian world. The visual texts show that Vania Larissa like a sweet and beautiful princess that unite with a handsome prince in a wedding decorated with nature-inspired elements. In written texts, the word *dreamy*, *divine*, *stunning*, *lovely*, *lavish greens*, and *gleaming* explained the lack of reality and beauty of nature of this wedding celebration. From the visual texts, *Bridestory* depicted romantic and rustic wedding by using softer colors, warm lighting, and natural elements. From written

texts, *Bridestory* depicted romantic and rustic wedding by the use of marketing languages, explaining the unity sand ceremony, and describing the rustic decorations. Romantic and rustic wedding in this article is depicted as a feminine bride or princess in softer colors, decoration of roses and dried leaves, and also warm lighting to create more intimate atmosphere.

4.2.4 Samuel Zylgwyn and Franda's Romantic Pre-wedding Shoot



Figure 4.10 Image 1



Figure 4.11 Image 2

4.2.4.1 Visual Texts

Image 1

Primary Signification (Denotation):

Samuel and Franda are doing their pre-wedding shot in studio. There are some set up properties such as picnic basket, books, and glass. Samuel holds a bouquet of pink spray roses on his right hand. He wears a white shirt with a black suspender. He smiled while look into Franda's eyes. Franda wears a puffy white dress. She smiled looking at the camera while holding her chin up. Both of them are lying on a furry gray carpet with their crossed legs. There is a light from an open window at their back.

Secondary Signification (Connotation):

A set up studio with properties used to give a concept in a pre-wedding shoot, in this picture their concept is romantic and natural. The picnic basket, books, and glass properties give the relax impression for both the couple and the reader. A bouquet pink spray roses signifies tenderness, appreciation, and happiness ("Wedding Flowers," n.d.). Samuel wears a white shirt to signify a neat and smart look of men, whilst a black suspender is a classic and charming men accessory to give the look of fun and casual as it stated on the article that Samuel decided the casual look for this pre-wedding shoot. Samuel looked at his fiancé with a smile on his face signifies his admiration and happiness.

Franda wears a puffy white dress to signify a fun yet still classy looks; a fun impression from the cutting, while classy from the color of the dress. Samuel and Franda's pose signifies the romantic and natural relationship between them. Romantic marked by the imaginative or emotional appeal of what is heroic or having the

characteristics of romanticism (Lluch, 2004, p.49). In romanticism, feeling an emotion is more important than logic or experience. Love is often related to romantic because love evokes the emotion. In this picture, the romantic concept is depicted through their pose. The light from an open window signifies that it is a sunny day. So, this picture tries to tell us as a reader about the couple's story that we can perceive through the emotions captured by the camera. The natural poses give the impression as if the couple is dating.

Image 2

Primary Signification (Denotation):

Samuel and Franda are doing pre-wedding shoot in studio. This concept uses less property than the previous picture. Franda wears a backless white gown and long pearl earrings. She styled her hair up. Franda make a deep eye contact with Samuel while places both of her hands at the back of his neck. Samuel looked dapper in a gray suit complete with white shirt and a gray tie. He also looked deep into Franda's eyes while places his hands around her hip. This picture uses a medium angle shot. The background is dominated with white, whilst the wall on the right side is mint green with a touch of gold.

Secondary Signification (Connotation):

The less property in this picture is to support the formal approaches. The back is one of the sexy body's parts of a woman. Franda wears a backless gown to signifies her confident, secure, and passion towards her fiancé. A woman's back also

represents a natural beauty and sensuality (Shyer, 1991, p.33). Franda's earring is a kind of Chandelier earring that epitomizes formality and class. Pearl is a jewelry that highly regarded for its beauty. Franda wears pearl's earrings to signify purity, beauty, and honesty. Franda decided to up do her hair in this concept to match with the formal concept. Light grey suit and tie signifies the formal and special occasion, in this case pre-wedding. Samuel wears suit and tie to show his confidence. Franda's hands that curled around his neck signify the intimacy and vice versa Samuel's hands that placed around her hip epitomize a close intimacy between them. So, their pose signifies they are in love and passionate with each other.

A deep eye contact between them signifies a strong nature of their relationship. A medium angle shot used to show the readers their facial expression and gestures. The whole attire and accessories signifies the glamorous side of this couple as it stated in the article. The mint green color of the wall represents fertility, growth, and related to the color of life, whilst the touch of gold represents extravagance and wealth. So, this picture represent as if Franda as a princess meet Samuel as a prince and they both fall in love with each other before they arrived to the wedding day because this is a pre-wedding shoot. We can relate this with Cinderella's myth when the prince meet Cinderella for the first time they depicted in the story as the couple that fall in love deeply with each other by their eye look and gestures. Before the wedding day, Cinderella dancing with the prince in the ball and they both admired and looked at each other. Based on the title of this article, this

picture represents romantic pre-wedding because romantic enhance physical and emotional passion.

4.2.4.2 Written Texts

Romantic and natural is the main concept of Samuel and Franda's pre-wedding shoot. The word *romantic* refers to every pose of the couple in photoshoot. *Bridestory* describes their pre-wedding shoot as natural because they looked relax and not awkward. The writers mentioned Samuel and Franda as celeb couple to emphasize them as public figure in notable weddings category. The writers states the couple have successfully imbued those impressions means they are indirectly drafted to posing even though it is written natural. The phrase *captured by* Bernando Pictura is when *Bridestory* promote the photographer. The last sentence of the first paragraph explaining the impression which the strong nature of their relationship, we also can see the romantic side in this sentence by the writers give a brief story about the couple.

Effortless and *unposed* refers to the natural concept of this pre-wedding shoot. Classy also is highlighted in this article; having qualities that make someone or something special and attractive. So, they want to be attractive by the outfit. Casual refers to shirt, chinos, and puffy white dress. Formal approaches refer to the suit and gown. Sincere laughter and unmistakable looks of love refers romantic side of the couple, *Bridestory* as the writer wants to bring the reader to this impression. *Bridestory* promote the designer by stating Franda slipped on a Renzi Lazuardi piece.

Dapper means having a neat appearance. The formal look showed the glamorous side of this couple. We can see the last paragraph as if *Bridestory* sells this pre-wedding concept by stating *whether you prefer the casual approach or the more formal one*. The last sentence is to bring the reader to take a look at the pictures below the text.

4.2.4.3 Integrated Visual and Written Texts Analysis

From the discussion of visual and written texts, Samuel Zylgwyn and Franda's Romantic Pre-Wedding Shoot shows the image of the strong relationship between the lovebirds before the wedding day in a romantic concept. From the visual texts, *Bridestory* depicted romantic pre-wedding shoot by Samuel and Franda's poses that relate with physical and emotional appeal. From the visual texts also, romantic pre-wedding depicted Franda as if Cinderella that fall in love for the first time with Samuel as a prince. From the written texts, *Bridestory* depicted romantic pre-wedding shoot by explaining the strong nature of relationship between them, their sincere laughter and unmistakable looks of love, but in written texts *Bridestory* more mentioning the wedding vendors to promote them instead of explain in detail the romantic concept for this pre-wedding shoot. Romantic pre-wedding shoot in this article is depicted as a couple that are in love with each other in glamour style.

4.2.5 Comparison of The Four Articles Integrated Analysis

From the discussion of the four articles, three of them (Dreamy Wedding, Romantic and Rustic Wedding, and Romantic Pre-wedding) contain fantasy elements

in most of the visual texts. The fantasy side represented in the decoration, the portrait of the bride and the groom, the concept including wedding cakes, wedding invitation, and wedding flowers. Each of the four articles has different concept; the first article is modern and international, the second article is traditional, the third article is more nature, and the fourth article is fun and classy concept. Even though each of the four articles has different concept visually, but they have a luxury element in those wedding celebration. *Bridestory* depicted the bride in the four articles as the most beautiful princess accompanied with the handsome groom in a unique decoration to make the readers imagine their self in that situation. Whilst in the four written text, *Bridestory* uses unfamiliar words and terms to build the readers' emotion. *Bridestory* also indirectly promote wedding vendors in three articles because it is their business as wedding online services. In four written text, *Bridestory* put it one or two sentences of the couple's love story to make the readers interested with the articles.

4.2.6 Text Production

In this study, the text production is analyzed through in-depth interview with the Editor in Chief of *Bridestory*. The interview section was held on April 26th 2017 in *Bridestory*'s Office which discussed wedding celebration in Indonesia, wedding industry, *Bridestory*, article's production, and the details information in the four articles in terms of meaning, message, and several unfamiliar words and terms. *Bridestory* started to make content in October 2014. At that time, CEO of *Bridestory* contacted Ayunda who is now the Editor in Chief of *Bridestory* to develop the

content. Actually Bridestory launched in April 2014, at that time it was only the frame. They have not created a website and other content.

Based on the encoding theory by Stuart Hall that applied in this study, there are three stages related to text production; frameworks of knowledge, relations of production, and technical infrastructure. The framework of knowledge is how the procedure works of *Bridestory* as an online wedding directory. Relations of production is how their team relate to produce the article, in this case is blog's article. Technical infrastructure is how Bridestory produce the article technically. *Bridestory* claimed their site as resourceful and one stop solution for the future bride because according to the Editor in Chief, *Bridestory* not only give information for instance wedding inspirations, but the consumers can book directly, create a mood board, and get the best deal from their application. *Bridestory* try to grab hip market, for instance *Bridestory* try to make their wedding fair concept different than other wedding fair.

Bridestory is bridges the engaged couple with the wedding vendors. *Bridestory* is not a wedding organizer that directly handles the wedding celebration, except some chosen celebrity or public figure for instance Sandra Dewi's wedding. Based on the interview section, Ayunda Wardhani as the Editor in Chief said that Sandra Dewi's wedding is a good publication for *Bridestory* so they make collaboration. *Bridestory* is willing to work harder on Sandra Dewi's wedding to publish their name larger. *Bridestory's* team do the interview with Sandra Dewi herself before start any wedding preparation to get the personal story of Sandra Dewi. After that, Sandra Dewi and *Bridestory's* team meeting to discuss the wedding

concept in details based on the desire of Sandra Dewi. This wedding preparation takes one year long includes all the challenges and obstacles, especially Sandra Dewi's wedding reception in Tokyo. This show us that *Bridestory* use the moment of Sandra Dewi's wedding to enlarge their business.

This study is specifically discussed about *Bridestory's* blog articles. *Bridestory* make a blog content in their website for two main purposes, the first is a practical reason as requirements of the SEO (Search Engine Optimization). Google will pick up a website that has content. When people search in Google anything related to wedding then *Bridestory* will appear in the top row of Google. The second purpose is *Bridestory's* mission to inspire the engaged couples and fulfill the bride's needs. Based on their mission, *Bridestory* provides six section in their blog; Relationship Tips, Wedding Ideas, Pre-wedding, Vendor Preference, Notable Wedding, and Real Wedding. The target reader of *Bridestory's* blog is the future bride from twenty two to thirty five years old. *Bridestory's* blog focused on content for Singapore, Philippines, and Indonesia market.

There is also a blog submission in their website. Blog submission is either vendor or bride upload their wedding photos. After that *Bridestory's* team curates the photos at the backend because according to the Editor in Chief, not every wedding photos are pretty. *Bridestory* has their own standard for displaying photos on the blog. The process of the article production is based on the editorial team' schedule. Normally the article is divided up to ten articles a week to the writers. The example of their monthly schedule is one real wedding's article, one wedding ideas, and so on.

After that the writers send an email to editor to do an editing, and then they post the photos in CMS (Content Management System). The editor double check the article, and then they send to the Editor in Chief as an end reader before the article is published. According to the Editor in Chief, *Bridestory* is more visual instead of words even though both of them is important. Visual play a main role in their business because *Bridestory* is engaged online through website, social media, and mobile application.

4.2.7 Text Consumption

In this study, the text consumption is analyzed through in-depth interview with the visitors of Bridestory Fair 2017 as consumer or reader of the text. There are four respondents in each of three articles and three respondents in the fourth article, therefore the total of respondents are fifteen. I chose people who wanted to be interviewed randomly in Bridestory Fair 2017. The interview questions are not merely discussed the things within the article, but outside the article that still related with this study. I asked their opinion towards the wedding fair, *Bridestory* itself, wedding celebration, dream wedding, wedding online services, concept of happiness, and themes in four chosen article. As an interviewer, I asked their opinion towards the article, their impression with the pictures in article, unfamiliar words in text, and to what extent *Bridestory* can make their happiness in wedding come true.

In-depth interview is appropriate to gain the consumers' experience and then is suited and compared to *Bridestory's* experience. All of the respondents has visit

Bridestory' site but only several of them read the blog. All of the respondents know *Bridestory* from social media; Instagram. This is related with the statement of Editor in Chief of *Bridestory* in the interview section that people have come to know wedding online services such as *Bridestory* since the existence of Instagram. From fifteen consumers or readers, six people or 40% have read the blog in *Bridestory*' website, whilst nine people or 60% never read the blog, but they have visit the website and follow *Bridestory*' social media. In other words, they are more interested in visual instead of written articles.

The concept of happiness is one of the topics in the interview section. From fifteen consumers or readers, ten people or about 66.7% is defined their happiness on the wedding decoration, the atmosphere, the venue, and the wedding gown, whilst five people or about 33.3% defined their happiness not in the decoration. In other words, people more focus on the wedding reception, instead of the purpose of marriage itself or the life after marriage like written in the concept of happiness in marriage in Chapter two.

Based on the interview transcriptions, the consumers' experience is defined into three positions, such as dominant-hegemonic, negotiated, and oppositional position. Each position determines the point of view in decoding the message within or outside the article. The audience positions of the analyzed transcription are displayed below.

Audience Positioning	Sandra Dewi and Harvey Moeis' Dreamy Wedding in Jakarta	The Traditionally Edgy Wedding of Kirana Larasati and Tama Gandjar	The Romantic and Rustic Wedding of Vania Larissa and Wilson Pesik	Samuel Zylgwyn and Franda's Romantic Pre-Wedding Shoot
Dominant-Hegemonic	17 (43.5%)	28 (65.2%)	28 (65.2%)	22 (64.7%)
Negotiated	13 (33.3%)	7 (16.2%)	11 (25.5%)	7 (20.6%)
Oppositional	9 (23.2%)	8 (18.6%)	4 (9.3%)	5 (14.7%)
Total	39 (100%)	43 (100%)	43 (100%)	34 (100%)

Table 4.4 The Respondent's Position in Four Articles

The numbers in the table above is not based on the number of people, but the topic that discussed in the interview section. The audience positioning is not only based on the readers' point of view towards the message in the article, but also their point of view towards the existence of *Bridestory* and how *Bridestory* indirectly affect the readers' expectation in wedding celebration. The respondent's position in the four articles will be explained further on the next discussion below.

4.2.7.1 Sandra Dewi and Harvey Moeis' Dreamy Wedding in Jakarta

In this article there are thirty nine opinions based on the interview section with the readers. There are seventeen opinions in the dominant-hegemonic position, or about 43.5%. There are thirteen opinions in the negotiated position, or about 33.3%. There are nine opinions in the oppositional position, or about 23.2%.

4.2.7.1.1 The Dominant Hegemonic Position

Here are two examples of the opinions in dominant-hegemonic position:

[Diva]

Q: What about the existence of Bridestory today?

A: They are very useful for couple who want to get married.

The opinion above is positioned as dominant-hegemonic in a sense that she admits the existence of Bridestory in public as a useful website. The reader argues that people can find anything related to wedding needs in Bridestory. The opinion above is in line with the producer' statement related to the image of Bridestory. Ayunda Wardhani as the Editor in Chief said that Bridestory is known in public as a resourceful and one stop solution for the future bride because she claimed that Bridestory is not only give information like other wedding websites, but they fulfill their customer's needs. So, in this case the reader consumes the image created by Bridestory.

[Grace]

Q: What do you know about dreamy wedding?

A: Maybe it's like fairytale? Dreamy uhhh.. In this picture Sandra is so beautiful wearing a glamour gown and her husband is handsome. There is a castle in the invitation. She looks like a princess.

Q: So, in your opinion dreamy wedding is like the one in fairytale?

A: Yeah, it looks like that.

Despite the dominant-hegemonic position in the topic of Bridestory's image in public, the opinion above is also positioned as dominant-hegemonic in a sense that the reader understands the implicit meaning and information or produces the same message as it created by the producer. In this article, the reader perceives dreamy wedding as a fairytale when Sandra is beautiful in her glamour gown with her handsome husband. The reader perceives Sandra Dewi as a princess in this wedding and also she argues that the wedding invitation is represent a fairytale wedding. Ayunda Wardhani as the Editor in Chief said that Sandra has a dream since childhood to married one day in Disneyland, while Harvey has a dream to married in Cathedral, so Bridestory try to marry both of their dreams. Ayunda adds that Sandra really wants to get married in the style of princess, so we can find the Disney's element in this wedding detail.

4.2.7.1.2 The Negotiated Position

Here is one example of the opinions in the negotiated position:

[Becky]

Q: Great. In your opinion, to what extent Bridestory actualize your concept of happiness?

A: What do you mean by to what extent?

Q: I mean, if you think Bridestory can make your concept of happiness happen. How can you say that, you can also give a percentage and if you don't think Bridestory can fulfill your concept of happiness, you can give me a reason or percentage.

A: I think Bridestory can create any concept for wedding, but happiness is back to the brides and groom and all the guest maybe. How the guests feel at that moment.

The opinion above is positioned as negotiated because she has two sides towards *Bridestory*. She believes that *Bridestory* can create any concept for wedding, but she also argues that happiness is not in the capability of *Bridestory*. In other words, she does not entirely convince with *Bridestory* in terms of their work. In this case, the reader realize that it is a commodification because dreamy wedding is lack of reality, however the reader is one of the visitor of Bridestory Fair 2017 that looking for vendor's references in *Bridestory*. In other words, the reader is still use *Bridestory* even she realize that what they offer is an artificial happiness.

4.2.7.1.3 The Oppositional Position

Here is one example of the opinion in the oppositional position:

[Eliza]

Q: After read this article with all of the pictures, now what is in your mind about dreamy wedding?

A: For the décor it should be back to the venue. I used to put a lot of crystal like this one but after survey to my venue and it turns out not really nice so I'm not sure if I use crystal later.

Q: So, in your opinion dreamy wedding is a concept that dominated with crystal?

A: Yes.

The opinion above is positioned as oppositional because the reader decodes different meaning with the encoded message from the producer. The reader argues that dreamy wedding is a concept that dominated with crystal, whilst crystal decoration is not written in the article. The reader is not fully understood about dreamy wedding concept, whilst she refers back to her own concept.

4.2.7.2 The Traditionally Edgy Wedding of Kirana Larasati and Tama Gandjar

In this article there are forty three opinions based on the interview section with the readers. There are twenty eight opinions in the dominant-hegemonic position, or about 65.2%. There are seven opinions in the negotiated position, or about 16.2%. There are eight opinions in the oppositional position, or about 18.6%.

4.2.7.2.1 The Dominant-Hegemonic Position

Here is one example in dominant-hegemonic position:

[Mira]

Q: What do you know about traditionally edgy wedding?

A: Maybe a concept of wedding which use procession of their tradition but more modern uhhh.. I mean a bit modern in other side, so adjusting with people's taste nowadays.

Q: So, in your opinion traditionally edgy means following the tradition in wedding but adjusting with people's taste? What do you mean adjusting with people's taste nowadays?

A: Yeah, I mean like you can add some modern touch in your traditional dress or mixing the traditional and modern in the decoration.

Q: I see. In your opinion, why this wedding is written as traditionally edgy?

A: Because the couple chooses to use all the tradition procession in their wedding, but still with their edgy taste. So, the mood is traditional at day and modern at night, as we can see in this picture.

The opinion above is positioned as dominant-hegemonic due to the reader decodes the same message encoded by the producer. Ayunda Wardhani as the Editor in Chief said that in this article *Bridestory* want to show that the traditional wedding can also looks edgy and modern. This wedding is named as traditionally edgy because the couple followed all the wedding procession traditionally, but at night in the same area they look modern through the outfit of the bride and groom for instance the groom still wearing *beskap*, whilst the bride wears fabric with the modern top.

Here is another example of opinion in dominant-hegemonic:

[Esther]

Q: What is your dream wedding?

A: I am dreaming to have a wedding near the beach, dominated with soft pink, baby blue, white, and peach because I love pastel colors. It will be great if I can take a picture with my spouse at sunset with beach in the background. A lot of lights at the night, so I don't like a big wedding ceremony, just an intimate wedding.

The reader's position in dominant-hegemonic is not only based on their understanding towards the message in the article, but also how *Bridestory* affect their point of view, in this case *Bridestory* has affect the reader in dreaming a wedding near the beach, dominated with soft pink, baby blue, white and peach. We can find the details of wedding concept above on wedding ideas' section in Bridestory' site. In *Bridestory*' site, they offer wedding ideas to indirectly set a standard of what wedding celebration should like to the readers. If the reader has a dream wedding like one of the choices offered by *Bridestory* then she will put a trust on *Bridestory* to make her dream wedding come true.

4.2.7.2.2 The Negotiated Position

Here is one example in negotiated position:

[Ayu]

Q: What is your opinion about the way *Bridestory* describe or tell us about this wedding?

A: I think that the writer wants to share the idea about Minang and Sunda traditional wedding which are mention on the specific statement, specific name like *Ngaras*, *Parebut Bebetian*, *Tepung Tawar* and so on but unfortunately they do not give further explanation about this statement, so people wondering about this maybe if they curious about these meaning, they will go into *google* but some people maybe just read it and pass by. So the main point a bit unsuccessfully transferred to the common people I think.

The opinion above is positioned as negotiated because the reader decodes the message encoded by the writer in a sense that the writer wants to share the idea about *Minang* and *Sunda* traditional wedding, but the reader argues that the writer do not give an explanation about this statement that make the main point of this article is unsuccessfully transferred to the common people. So, the reader has an oppositional side despite her understanding towards the message encoded by *Bridestory*.

[Samantha]

Q: What do you think about wedding celebration nowadays, especially in Indonesia?

A: Wasting money haha. Sometimes some people looks like spend a lot of money for famous vendors and all that stuff, but after the wedding they are in debt. But on the other side as a woman I understand that many women want her dream come true because this is a once in a lifetime, so most of them think that everything must be perfect and if we take a look at today's wedding, they have their own standard just like uhmm.. I forget who married in Disney?

Q: Sandra Dewi

A: Yes, Sandra Dewi. She has a high expectation for her wedding. That's what I think.

Q: So, in your opinion it is such a waste of money?

A: Uhmm not really, I mean you need to adjust your wedding to your budget. People cannot just have an expectation without considering their budget.

Despite the negotiated position in the topic of this article, the opinion above is also positioned as negotiated in a sense that the reader perceives wedding celebration nowadays is a waste of money, but she also agree that every woman has a dream wedding because it is once in a lifetime. The reader has two opposite opinions which she argues that people need to adjust their wedding's desire to their budget. People cannot merely have an expectation without considering their budget, in other words she argues that people has to be a realistic person towards a wedding celebration, but she still believe in a dream wedding that everything in a wedding day must be perfect.

4.2.7.2.3 The Oppositional Position

[Samantha]

Q: What do you know about traditionally edgy wedding?

A: Uhhh.. I have no idea.

Q: In your opinion, why this wedding is written as traditionally edgy?

A: Maybe because they uphold their tradition so they choose to have a traditional wedding.

Q: And the edgy?

A: Well, the edgy.. I don't know hehe.

The opinion above is positioned as oppositional because she does not receive the full and straight message encoded by the producer. Based on the interview section with the reader, she said that she follow *Bridestory* on Instagram and she does not know other wedding online services beside *Bridestory* but after read the article with

all of the pictures, the reader still cannot understand the message of traditionally edgy wedding. In other words, the reader is merely influenced by the popularity of *Bridestory* on social media, but she does not understand the unfamiliar terms that written in the blog.

4.2.7.3 The Romantic and Rustic Wedding of Vania Larissa and Wilson Pesik

In this article there are forty three opinions based on the interview section with the readers. There are twenty eight opinions in the dominant-hegemonic position, or about 65.2%. There are eleven opinions in the negotiated position, or about 25.5%. There are four opinions in the oppositional position, or about 9.3%.

4.2.7.3.1 The Dominant-Hegemonic Position

Here is one example of opinion in the dominant-hegemonic position:

[Lucy]

Q: What about the existence of *Bridestory* today?

A: I think a helpful website for the future bride because the brides-to-be can find many vendors in there.

Here is another example of opinion in the dominant-hegemonic position:

[Dessy]

Q: Cool. Will you use *bridestory.com* to find vendors for your wedding planning?

A: Since they have a complete list of vendors so yes *Bridestory* will be one of the options to find vendors.

The two opinions above positioned as dominant-hegemonic in a sense that they admit the existence of *Bridestory* as a helpful and complete wedding website. The reader' position is not only determined by their understanding towards the message in the article, but how they perceive *Bridestory*'s image. The readers above will not admit *Bridestory* as a helpful and complete website without following and comparing to other wedding websites. In other words, their opinion positioned as dominant-hegemonic due to their action towards the existence of *Bridestory*.

Here is another example of opinion in the dominant-hegemonic position:

[Claudia]

Q: What do you want your wedding be like? It can be from the decoration, or wedding gown, or maybe the venue, anything you wish will be in your wedding day.

Claudia: Oh dream wedding, okay.. I really love beautiful places which I don't need to create too much decoration because the place is already beautiful for example in Bali. I don't like a big gown haha. I love to wear a pretty long dress. The most important thing is I want my wedding day is not only unforgettable for me and my partner, but also it should be unforgettable for everyone so maybe it can be a reunion day for my old friend haha or we make it fun so it became very memorable for everyone.

Despite the dominant-hegemonic position in the topic of *Bridestory*'s image in public, the opinion above is also positioned as dominant-hegemonic in a sense that

she has a dream wedding that affected by the wedding ideas' section in *Bridestory*' site. Based on the interview section with the reader, she visits *Bridestory*' site to look for beautiful venues in Indonesia. Somehow if we relate to this article, she does not understand the concept of romantic and rustic wedding. In this case, the reader is positioned as dominant-hegemonic because she accepts the wedding concept offered by *Bridestory* on the website. The reader accepts what wedding celebration should like according to *Bridestory*'s choices. *Bridestory* indirectly has influences the hope of wedding celebration to the reader.

4.2.7.3.2 The Negotiated Position

Here is one example of opinion in the negotiated position:

[Natalia]

Q: In your opinion, in what side this one is such a romantic and rustic wedding?

A: The romantic side maybe from the sentence 'the husband and wife duet singing' haha. Rustic of course they stated under the shades of lavish greens, colorful flowers and rustic trees.

The opinion above is positioned as negotiated because the reader has different understanding towards romantic concept in the article. Based on the interview section with the Editor in Chief as the producer of the text said that romantic in this article is about the softer color, warm light and the feminine bride. In this case, the reader does not decode the message encoded by the producer full and straight. Despite that, the reader understands the rustic side in the article through the explanation of under the

shades of lavish greens, colorful flowers, and rustic trees. In other words, the reader does not decode the whole message encoded by the producer.

4.2.7.3.3 The Oppositional Position

Here is one example of opinion in oppositional position:

[Claudia]

Q: What do you know about rustic wedding?

A: I don't know.

Q: In your opinion, in what side this one is such a romantic and rustic wedding?

A: Uhhh.. to be honest I don't really get the romantic point haha, for me it's just like standard wedding pictures haha.

The opinion above is positioned as oppositional because the reader does not receive the message encoded by producer in this article. The reader does not get the message of romantic and rustic wedding by read the article. Based on the interview section with the reader, she visits *Bridestory's* website to look for wedding references. In other words, the article is not influenced the reader to build her understanding towards wedding concept, however she still follow *Bridestory* and she also has her own wedding concept, so she does not get the point of this article because she does not like the concept.

4.2.7.4 Samuel Zylgwyn and Franda's Romantic Pre-wedding Shoot

In this article there are thirty four opinions based on the interview section with the readers. There are twenty two opinions in the dominant-hegemonic position, or about 64.7%. There are seven opinions in the negotiated position, or about 20.6%. There are five opinions in the oppositional position, or about 14.7%.

4.2.7.4.1 The Dominant-Hegemonic Position

Here is one example of opinion in dominant-hegemonic position:

[Laura]

Q: What about the existence of Bridestory today?

A: It's quite helpful from the budgeting, because it's an important thing after that we need to think about the concept and I can sort out from all the recommendation. Bridestory's website provides stars so we can adjust to our budget, after that we compare its quality.

The opinion above is positioned as dominant-hegemonic because the reader recognize the existence of *Bridestory* as a helpful website. From her opinion, we can see that she understand the works of *Bridestory* in the website depicted that she is a user or follower of *Bridestory* that helped by the existence of *Bridestory* in arranged wedding needs. Based on the interview section with the Editor in Chief, Ayunda Wardhani said that *Bridestory*'s website is a one stop solution for the future bride. Ayunda adds that the website's features are more complete than other wedding websites. In other words, the reader accepts the image created by *Bridestory*.

Here is another example of opinion in dominant-hegemonic position:

[Anastasia]

Q: Okay. How about your dream wedding? What do you want your wedding be like?

A: I am grateful to be born in Indonesia because this country has very beautiful cultures. I love traditional wedding especially the decoration, the outfit. The color combination is very pretty. You can only find it in Indonesia. I am from Minang and I wish to have a wedding with a touch of Minang but still modern and elegant. Maybe the decoration is very traditional, but I will use modern dress. In my dream haha.

Despite the dominant-hegemonic position in the topic of *Bridestory*'s image in public, the opinion above is also positioned as dominant-hegemonic in a sense that the reader accepts the wedding ideas offered by *Bridestory*. A wedding with a touch of Minang but still modern and elegant is one of the wedding ideas offered by *Bridestory*. Based on the interview section with the reader, she knows *Bridestory* from Instagram but she never visits the website. In other words, the reader' position is dominant-hegemonic because *Bridestory* indirectly has success in working visually to the reader. Ayunda Wardhani as the Editor in Chief of *Bridestory* stated that *Bridestory* is more into visual instead of words even though both of them are important. Despite that, this article is does not work textually on the reader.

Q: Do you agree that this pre-wedding shoot is romantic and natural? What is your reason?

A: Nope. Uhhh romantic maybe yes for several people who desired to have this kind of pre-wedding but not natural because this has been set up.

The opinion above is from the same person with the previous opinion. The opinion above is positioned as oppositional. Even though she is a follower of *Bridestory* on social media, but in this article she does not agree with the message encoded by *Bridestory*. Editor in Chief as the producer of the text stated that this pre-wedding shoot is romantic and natural from the couple's pose in the photo shoot. The man in the photos does not look awkward and somehow the couple looks like dating in this pre-wedding whereas the couple is already engaged. In this case, the reader has different understanding towards romantic and natural concept.

4.2.7.4.2 The Negotiated Position

Here is one example of opinion in negotiated position:

[Stephen]

Q: Do you agree that this pre-wedding shoot is romantic and natural? What is your reason?

A: Yes, maybe because this shoot is not using too many colors, just dominated with white and other soft colors so it looks natural.

The opinion above is positioned as negotiated because the reader agrees that the pre-wedding concept is romantic and natural, but the reader has his own understanding towards the concept. The reader decodes romantic and natural as this

shoot is not using too many colors, whereas the Editor in Chief as the producer of the text stated that this pre-wedding is romantic and natural because of the couple's pose in the photo shoot. Based on the encoding-decoding theory applied in this study, there is a compromise between producers and consumers in the negotiated position. So, the reader has their own rules towards the message.

4.2.7.4.3 The Oppositional Position

Here is one example of opinion in the oppositional position:

[Anastasia]

Q: What is your opinion about the way *Bridestory* describe or tell us about this wedding?

A: This is just like an endorsement haha.. Or hidden advertisement of several vendors, like the photographer, the designer that mentioned here. They just want to highlight how luxurious the vendors and to be the references for other couples.

The opinion above is positioned as oppositional due to her point of view that stands contrary with the producer of the text. Ayunda Wardhani as the Editor in Chief said that *Bridestory* want to announce that this celebrity couple will marry soon, whilst the reader perceives this article as a promotion for several wedding vendors. In other words, the reader understands that *Bridestory* is promoting the wedding vendors through the image of celebrity's wedding.