

**AUDIENCE DECODING OF ELDEST-DAUGHTER RESPONSIBILITY IN
WHEN LIFE GIVES YOU TANGERINES (2025)**



Intelligentia - Dignitas

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ABSTRAK

Subarjah, Salma Safitri. 2026. *Audience Decoding of Eldest-Daughter Responsibility in When Life Gives You Tangerines (2025)*. Skripsi: Jakarta, Indonesia. Program Studi Sastra Inggris, Fakultas Bahasa dan Seni, Universitas Negeri Jakarta.

Representasi tanggung jawab anak perempuan sulung (*eldest daughter responsibility*) menjadi salah satu isu yang banyak diangkat dalam budaya populer Korea karena berkaitan dengan nilai patriarki Konfusianisme yang menempatkan anak perempuan sulung sebagai sosok yang memikul tanggung jawab terhadap keluarga. Drama *When Life Gives You Tangerines* (2025) menghadirkan representasi tersebut melalui karakter Yang Geum-myeong yang memunculkan beragam interpretasi audiens di media sosial. Penelitian ini bertujuan menganalisis *audience decoding* terhadap representasi tanggung jawab anak perempuan sulung dalam drama tersebut menggunakan Model *Encoding/Decoding* Stuart Hall. Penelitian ini menggunakan pendekatan kualitatif deskriptif dengan data berupa 182 komentar publik di platform X yang dipilih secara *purposive* dari total 2.951 komentar yang diunggah pada 7 Maret 2025–7 Maret 2026. Komentar dianalisis berdasarkan tiga posisi pembacaan Stuart Hall, yaitu *dominant-hegemonic*, *negotiated*, dan *oppositional*. Teks visual dan verbal dalam drama digunakan sebagai data pendukung untuk memberikan konteks terhadap makna yang kemudian dimaknai oleh audiens. Hasil penelitian menunjukkan bahwa mayoritas audiens berada pada posisi *dominant-hegemonic* dengan menerima representasi sebagai refleksi pengalaman nyata anak perempuan sulung. Sementara itu, pembacaan *negotiated* menerima makna utama dengan penyesuaian berdasarkan pengalaman pribadi, sedangkan pembacaan *oppositional* menolak atau menafsirkan ulang makna melalui interpretasi alternatif. Temuan ini menunjukkan bahwa audiens secara aktif mengonstruksi makna berdasarkan pengalaman, nilai budaya, dan konteks sosial. Penelitian ini berkontribusi pada kajian resepsi audiens dengan menunjukkan bagaimana media sosial menjadi ruang negosiasi terhadap representasi tanggung jawab anak perempuan sulung dalam drama Korea.

Kata Kunci: *audience decoding*, Model *Encoding/Decoding*, Stuart Hall, tanggung jawab anak perempuan sulung, *When Life Gives You Tangerines*, X

ABSTRACT

Subarjah, Salma Safitri. 2026. *Audience Decoding of Eldest-Daughter Responsibility in When Life Gives You Tangerines (2025)*. A Thesis: Jakarta, Indonesia. English Literature Study Programme, Faculty of Languages and Arts, Universitas Negeri Jakarta.

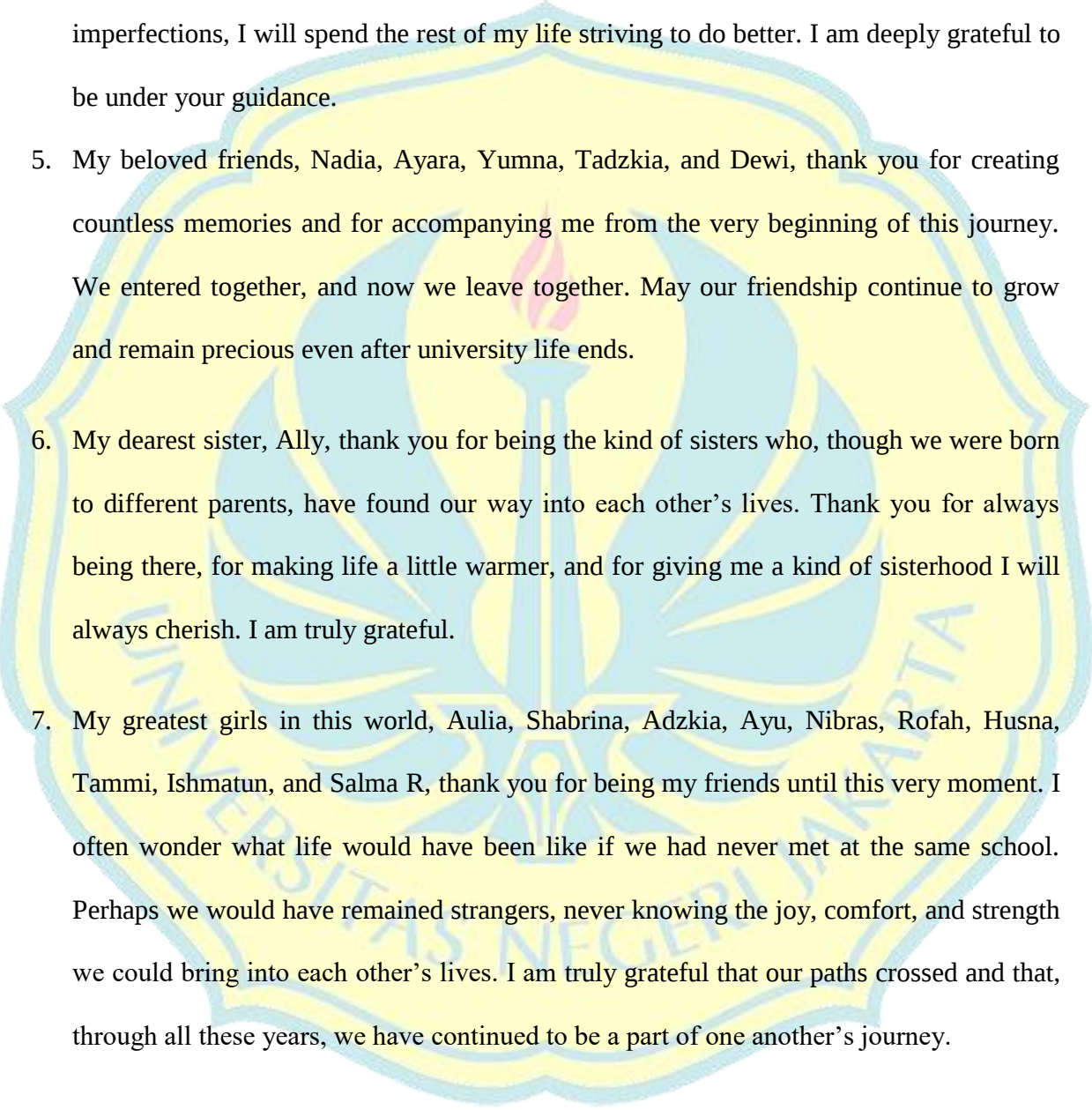
The representation of the eldest daughter has become a significant topic in contemporary Korean popular culture, reflecting the influence of Confucian patriarchal values that position eldest daughters as individuals responsible for emotional support, self-sacrifice, and family obligations. As one of the most discussed Korean dramas in 2025, *When Life Gives You Tangerines* presents the experiences of Yang Geum-myeong as an eldest daughter whose responsibilities resonate with many audiences. Rather than examining how the representation is constructed within the drama, this study focuses on how audiences decode the representation of eldest daughter responsibility through their interpretations on social media. This study aims to analyze audience decoding of the representation of eldest daughter responsibility in *When Life Gives You Tangerines* by applying Stuart Hall's Encoding/Decoding Model. Employing a qualitative descriptive approach, the study collected public comments from X posted between March 7, 2025 until March 7, 2026. From 2,951 comments, 182 comments were purposively selected based on their relevance to the representation of eldest daughter responsibility. The selected comments were analyzed according to Hall's three decoding positions: dominant-hegemonic, negotiated, and oppositional. Visual and verbal texts from the drama were used as supporting contextual data to identify the encoded meanings that audiences responded to. The findings indicate that audience decoding of eldest daughter responsibility is organized into three major themes: emotional burden and self-sacrifice, guilt and family obligations, and personal growth through independence and achievement. Most audiences occupied the dominant-hegemonic position by accepting the drama's portrayal as an authentic reflection of eldest daughters' lived experiences. Negotiated readings generally agreed with the representation while questioning the fairness and sustainability of traditional family expectations. In contrast, oppositional readings rejected or challenged the encoded meanings by offering alternative interpretations of the narrative, character motivations, or production choices. These findings demonstrate that audiences actively negotiate media meanings based on their personal experiences, cultural backgrounds, and social values rather than passively accepting the intended message. This study concludes that audience interpretations of *When Life Gives You Tangerines* extend beyond emotional responses, revealing diverse decoding processes that either reinforce, negotiate, or resist the cultural expectations associated with eldest daughter responsibility. The study contributes to audience reception studies by highlighting how digital audiences on X actively construct meanings from media texts and how social media functions as a space where dominant cultural values are reproduced, negotiated, and contested.

Keywords: audience decoding, Reception Theory, Encoding/Decoding Model, eldest daughter responsibility, *When Life Gives You Tangerines*, X.

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