

ABSTRACT

SHILVA FASHA, Communication Science Research Program, Faculty of Social, Political and Computer Sciences, Djuanda University Bogor, 2022, S-O-R Analysis of Gender Issues in Film of Yuni in Influencing Changes in Mindset of Amaliah High School Students, 1st Counsellor: Dr. Agustina M. Purnomo, SP., M.Si. 2nd Counsellor: Desi Hasbiyah, S.Si., M.I.Kom.

Gender with all its problems is an issue that still occurs today. Yuni's film raises the issue of gender that adheres to a patriarchal culture, Yuni's film will have a good influence on teenagers, especially Amaliah High School students to be more concerned about the importance of education for women and the impact of early marriage. The problem in this research is how the perceived value and impulsiveness of Amaliah High School students (O) affect the mindset (R) of Amaliah High School students. The purpose of this research was to determine the perceived value and impulsiveness of Amaliah Senior High School (O) students influencing the mindset (R) of Amaliah Senior High School students, using correlational quantitative methods aimed at measuring the influence between two or more variables, there are types of primary data in the form of processed questionnaire results. The results obtained in this research are high school students Amaliah (O) get the stimulus in the Yuni's film (S) and influence the change in mindset not to marry at an early age and will continue their

education after graduating from school. It can be concluded that film is one of the most effective and effective communication media for people's cognitive mindset, the message conveyed in Yuni's film has a good impact on gender issues that change the mindset of Amaliah Senior High School students.

Keywords: Film, Gender Issues, S-O-R Theory



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ABSTRAK

SHILVA FASHA, Program Studi Sains Komunikasi, Fakultas Ilmu Sosial, Ilmu Politik dan Ilmu Komputer, Universitas Djuanda Bogor 2022, Analisis S-O-R Pesan Isu Gender di dalam Film Yuni dalam Mempengaruhi Perubahan Pola Pikir Siswa SMA Amaliah, Pembimbing I: Dr. Agustina M. Purnomo, SP., M.Si. Pembimbing II: Desi Hasbiyah, S.Si.,M.I.Kom.

Gender dengan segala permasalahannya merupakan isu yang masih terjadi hingga saat ini. Film Yuni mengangkat isu gender yang menganut budaya patriarki, film Yuni akan memberikan pengaruh yang baik bagi para remaja khususnya siswa SMA Amaliah untuk lebih peduli akan pentingnya pendidikan bagi perempuan dan dampak menikah diusia dini. permasalahan yang ada pada penelitian ini adalah bagaimana *perceived value* dan *impulsiveness* siswa SMA Amaliah (O) mempengaruhi pola pikir (R) siswa SMA Amaliah. Tujuan pada penelitian ini untuk mengetahui *perceived value* dan *impulsiveness* siswa SMA Amaliah (O) mempengaruhi pola pikir (R) siswa SMA Amaliah, dengan menggunakan metode kuantitatif korelasional bertujuan untuk mengukur pengaruh antara dua variabel ataupun lebih, terdapat jenis data primer berupa hasil kuesioner yang telah diolah. Hasil yang didapatkan pada penelitian ini adalah siswa SMA Amaliah (O) mendapatkan Stimulus yang ada di dalam film Yuni (S) dan mempengaruhi perubahan pola pikir untuk tidak menikah di usia dini dan akan melanjutkan pendidikan setelah lulus sekolah.

Dapat disimpulkan bahwa film menjadi salah satu media komunikasi yang sangat jitu dan sangat ampuh bagi pola pikir kognitif masyarakat, pesan yang disampaikan dalam film Yuni memiliki dampak yang cukup baik mengenai isu gender yang membuat perubahan pola pikir siswa SMA Amaliah.

Kata kunci: Film, Isu Gender, Teori S-O-R