

## **ABSTRAK**

### **ANALISIS RESEPSI QUARTER-LIFE CRISIS OLEH PENGGEMAR K-POP BOY GROUP SEVENTEEN: CARAT MELALUI ALBUM HENG:GARAE**

Oleh

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*Quarter-life* crisis adalah krisis yang terjadi akibat masa transisi dari remaja menuju dewasa, terjadi pada seseorang yang berusia 18-29 tahun. Melalui album Heng:garae Seventeen ingin membagikan rasa semangat kepada pemuda (*youth people*) yang sedang bekerja keras menggapai mimpi, bahwa kesulitan yang ada dapat pula dirayakan sebagai sebuah proses. Penelitian ini bertujuan untuk mengetahui resepsi atau pemaknaan pesan oleh Carat—penggemar Seventeen mengenai album Heng:garae. Penelitian ini menggunakan pendekatan deskriptif kualitatif dengan teori analisis resepsi oleh Stuart Hall. Data dikumpulkan melalui dokumentasi, studi pustaka, serta wawancara mendalam (*in-depth interview*) kepada 6 informan yang telah mendengarkan album Heng:garae, mengerti arti lagu album Heng:garae, dan tengah mengalami *quarter-life crisis*. Berdasarkan hasil penelitian hasil resepsi oleh informan didasari oleh pengalaman *quarter-life crisis*, pengetahuan mengenai album Heng:garae, sifat penggemar yang berubah, dan respon informan dalam menghadapi masalah. Kemudian hasil resepsi album Heng:garae oleh Carat kemudian dapat dikategorikan ke dalam dua posisi yaitu: Posisi Hegemoni Dominan dan Posisi Negosiasi.

**Kata kunci:** Analisis Resepsi, *Cultural Studies*, *Quarter-life Crisis*, Album Heng:garae, Seventeen

## **ABSTRACT**

### **RECEPTION ANALYSIS QUARTER-LIFE CRISIS BY K-POP BOY GROUP SEVENTEEN FANS: CARAT THROUGH THE ALBUM HENG:GARAE**

**By**

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*Quarter-life crisis is a crisis that occurs as a result of the transition from adolescence to adulthood, occurring in someone aged 18-29 years. Through the album Heng:garae Seventeen wants to share a sense of enthusiasm for youth (youth people) who are working hard to achieve their dreams, that the difficulties that exist can also be celebrated as a process. This study aims to find out the reception or meaning of messages by Carat—Seventeen fans regarding the Heng:garae album. This study uses a qualitative descriptive approach with reception analysis theory by Stuart Hall. Data was collected through documentation, literature study, and in-depth interviews with 6 informants who had listened to the Heng:garae album, understood the meaning of the Heng:garae album songs, and were experiencing a quarter-life crisis. Based on the research results, the reception results by informants were based on quarter-life crisis experiences, knowledge about the Heng:garae album, the changing nature of fans, and the informants' responses in dealing with problems. Then the results of the reception of the Heng:garae album by Carat can then be categorized into two positions, namely: Dominant Hegemony Position and Negotiation Position.*

**Keywords: Reception Analysis, Cultural Studies, Quarter-life Crisis, Heng:garae Album, Seventeen**