

ABSTRACT

Fadhillah, Dhita. Feeding Sensuality through Food: Male Audience's Responses in Surabaya toward Vindy Lee's Culinary Segment in ANTV's "Jakarta Belum Tidur".

This project examines the responses from male audiences in Surabaya toward Vindy Lee's sensuality and sexuality as a host in culinary segment in "Jakarta Belum Tidur" (JBT) ANTV. This program was chosen because it brings new concept of culinary program by showing the sensuality and erotic image of its host. The responses from male audiences are gathered through in-depth interview. Audiences are asked their responses on the sexuality and sensuality of Vindy Lee, the use of sensuality in culinary program, and their reaction while watching the program. After gathering the responses, the concept of male gaze by Laura Mulvey is then applied to examine them. The result shows that Vindy Lee becomes the object of male audience desire and the signifier of castration threat. The writer found that most audiences experienced pleasure in looking at Vindy Lee as the sexy object but their pleasure does not reach the level of narcissistic due to Vindy Lee's unnatural and over-made sensuality.

Keywords: JBT's Culinary Segment, Male gaze, Sensuality, Sexuality, Vindy Lee.