

ABSTRACT

The fundamental purpose of this study is to obtain profound analysis toward processes of encoding-decoding in The Twelve-Step Program by the addicts. The writer is going to analyze both the production (encoding) process and the consumption (decoding) process. Dealing with the problem above, the writer applies 'Encoding Decoding Model' which is particularly proposed by Stuart Hall. By analyzing those both processes, it is beneficial to reveal the ideology proposed by the producer and new meanings produced by the addicts. The data analysis comes from the interview toward four (4) respondents located in Surabaya. There are three position pointed by the addicts based on their interpretations toward The Twelve-Step Program: hegemonic position, negotiated position, and the last position in oppositional position. From the analysis, it can be concluded that the flouting position is mainly determined by some factors, such as their feelings, personal problems, moments, discriminative treatments or attitudes given by society, religious manners, or experiences happened in their life that can change their point of view or perception.

Keywords: *addiction, The Twelve-Step Program, encoding, decoding, ideology, discourse*