

ABSTRACT

In recent few years, our society always see fathers as the central provider of the family and mothers would be better if they stay at home, nurturing their children. However, post Soeharto era brought media liberation that distributed the information of global gender awareness into Indonesia. 2000s contemporary Indonesian media, particularly in advertisement and situation comedy, begin to cast domesticated fathers performing feminine duties for instance cooking, washing the dishes and so on. Tim Edward then coined this phenomenon as '*new man as nurturer*'. In family context, Pleck JH names it as 'new fatherhood'. New fatherhood in Indonesia is the mix between American new fatherhood and Javanese father ideal of *Bapakism*. Recently, a reality show entitled *Super Papa* which presents new fatherhood was aired on February 2016. Aimed to look this new fatherhood phenomenon in the grassroots, a reception study was conducted on October 23 2016 to October 30 2016.

Using Stuart Hall's reception theory, this research examines how Airlangga Sub-district RW 1 young adult fathers perceive the meaning of fathers' masculinity represented on that reality show. The result shows that the respondent reception regarding the representation of *Super Papa* unveils three major issues; as a proof of fathers' capability in handling domestic chores especially child-caring, a criticism towards new fathers' incapability in handling domestic chores, and an affirmation towards new fatherhood linkage to middle class professional father. Moreover, related to the respondents' attitude towards new fatherhood on themselves, **dominant-hegemonic** position has many respondents with new

fatherhood figure with less *bapakism*, **negotiated** position has more respondents with predominantly *bapakism* and less new fatherhood, and the more **oppositional** respondents prefer to be new father with less *bapakism* in merely child-caring. How new is new fatherhood, Indonesian new fatherhood in fact subtly reinforces the existing power of masculinity by hybridizing both *bapakism* and western-hegemonic new fatherhood.

Keywords: Airlangga Sub-district RW 1, *Bapakism*, hegemonic masculinity, new fatherhood, *Super Papa*

