

## ABSTRACT

**Handayani, Meilani.** Audience Position and Stardom in “*The Prince who Turns into a Frog*”. A thesis submitted as partial fulfillment of the requirements for the Sarjana Degree of the English Department, Faculty of Letters, Airlangga University, 2007.

This study discusses audience position towards Taiwanese drama serial *The Prince who Turns into a Frog*. It is conducted based on Ien Ang’s research, *Watching Dallas*, in early 1980s. Furthermore, this study is aimed to identify audience reaction towards this serial and the stardom of the main actor posted in an on-line discussion forum in [www.lautanindosiar.com](http://www.lautanindosiar.com). In this case, this serial is an example of popular culture and therefore is also considered as mass culture. The writer chooses the discussion forum in [www.lautanindosiar.com](http://www.lautanindosiar.com) since it is the official website of the TV station airing this serial. The writer then selects 130 letters posted during August 31<sup>st</sup> 2005 until November 1<sup>st</sup> 2005 as the data. After that, the data is analyzed using qualitative method. Based on the analysis, the writer finds that almost all of the respondents in this forum love this serial. All of those lovers internalize the ideology brought by this serial by responding to Ming Dao – the main actor in this serial – and to the texts surrounding Ming Dao. They respond to those texts by consuming it – in a variety of ways – in order to assert the celebrity status of Ming Dao. The industry of mass culture then can be regarded as the dominant group that has successfully duped the lovers of this serial. Conversely, the lovers can be seen as the subordinate group fooled by the industry. In other words, the industry tries to make the lovers do what the industry want. The industry tries to ‘fool’ the lovers by promoting the stars through its products so that the lovers are unconsciously persuaded to consume those products. It can also be said that the industry tries to take advantage from the lovers’ consumption towards its products.

Keywords : Taiwanese Drama Serial, Idol Drama Serial, Mass Culture, Ideology of Mass Culture, Popular culture, Fandom, Stardom, Audience Position