

ABSTRACT

Anggiani, Dewi. Audience Position and the Reading of Romance in *Princess Hours*. 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 is about the audience position towards Korean drama *Princess Hours* in an online discussion forum D-Addicts. It is aimed to investigate and identify the fans' attitude in an online discussion forum by considering that fans are active audience. *Princess Hours* is an example of popular culture and internet as a new media provide a field for ideological struggle. The users of D-Addicts are example of the audience in online community which can be considered as an active audience which can produce their own meanings. The audiences' positions reflect not only meanings which they produced on their own, but also it represents the reaction towards the ideologies that are offered to them. The letter writers of D-Addicts are mostly the fans of *Princess Hours*. They internalize the ideology of mass culture which is offered by *Princess Hours*. It is shown when they give comment mostly to the main couple Shin and Chae-Kyeong. Shin and Chae-Kyeong activate the emotional realism of the letter writers as they consider that Shin and Chae-Kyeong are the personification of their ideal couple. The users of D-Addicts are mostly women, thus reading a romance is the most characteristic which can be found in the users' position of *Princess Hours*. It is proven that *Princess Hours* is an example of ideal romance because it provides a triangular satisfactions; fatherly protection, maternal care, and passionate adults love. The users of D-Addicts also seem to support patriarchal issue and can decode Asian values which are offered by this serial.

Keywords: Korean Drama, Mass Culture, Popular Culture, Ideology of Mass Culture, Symptomatic Analysis, Audience, Fan.