

**AUDIENCE'S RESPONSE ON POLYGAMY ISSUE
IN AYAT-AYAT CINTA-THE MOVIE
(A CRITICAL DISCOURSE ANALYSIS APPROACH
ON SARA MILLS'S THEORY)**

A THESIS



By

Eny Anjarwati

St. N: 120410795

**ENGLISH DEPARTMENT
FACULTY OF HUMANITIES
AIRLANGGA UNIVERSITY
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Abstract

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This study attempts to investigate and identify audience position based on audience response on *Ayat-ayat Cinta*-the movie toward the polygamy issue. The response is in a form of the answer of six questions related to the movie given to 45 audiences. The main objective of this study is to know how the audience read polygamy issue in *Ayat-ayat Cinta* the movie based on Sara Mills' subject-object position; and how is the conceptualization of the ideas of polygamy in the audience's responses.

Furthermore, believing that polygamy issue on the movie is likely to be the portrayal of polygamy in the society like in Indonesia, audiences' opinions seem to reveal what had happened in the household of polygamy. In addition, each audience has their own way in explaining their opinion, which means that they stand in one of the main characters on the movie to express their argument. It is gained that male audience tends to agree with polygamy as solution, while female tends to refuse it. Moreover, it is also found that people have a certain belief in religion and rely on God's decision. The concept of love is presented by the audience through their opinion as well. Therefore, audiences could be identified as the message receiver who had critical opinion toward certain issue and based on their knowledge and experience they can also build new meaning of certain text delivered by media.

Keywords: *critical discourse analysis, subject-object position, movie, audience, polygamy.*