

## ABSTRACT

According to KPI's regulation – P3 and SPS –, censorship policy in Indonesian television are meant to restrict the scene that related to sexual content. However, some evidence showed the censoring are out of the context of the censorship policy. The representation of some part of the anatomy of women body, especially the cleavage, are being blurred and perceived as over-censored. This issue has become viral in Indonesia as it has been discussed by people on online media. This study aims to learn how the audiences respond to the censorship of women's body. Their responses would represent their position on the issue. This research applied *Encoding/Decoding* model from Stuart Hall to analyzing the data which resulting three audience position; dominant-hegemonic position, negotiated position, and oppositional position. Qualitative approach is used in this research as the methodology. The writer used coding data analysis to make the data analysis more comprehensive and robust. Purposive sampling used to select the participants from Surabaya. There is variation of answer from the participant. However, it is found that the majority of the respondents oppose the censorship toward women's body in television. Their position as an adult category audience makes them concern about censorship effect toward the underage audience. The responses indicate two points. First, the censorship creates a moral panic; and second, the censorship cannot adequately function as the constrainer of explicit material in broadcasts.

**Keyword:** Audience research, Censorship, Code, Female sexuality, Television,