

STUDI FENOMENOLOGI: PENGALAMAN GENERASI Z MENONTON BIOSKOP FILM *SPIDER-MAN NO WAY HOME*

ABSTRAK

Penelitian ini mengkaji pengalaman Generasi Z dalam menonton film *Spider-Man: No Way Home* di bioskop melalui pendekatan fenomenologi Husserl. Penelitian ini bertujuan memahami pengalaman Generasi Z di bioskop. Metode kualitatif deskriptif digunakan dengan pengumpulan data melalui wawancara mendalam dan observasi terhadap enam informan yang sesuai kriteria. Hasil penelitian menunjukkan bahwa pengalaman menonton di bioskop melibatkan kualitas audio-visual yang tinggi, suasana imersif, interaksi sosial, serta refleksi emosional melalui nostalgia, pesan moral, dan nilai kehidupan. Faktor eksternal seperti media sosial dan budaya *FOMO* juga memengaruhi keputusan menonton. Temuan menegaskan bahwa bioskop tetap relevan di era digital karena memberikan pengalaman komunikasi yang utuh, menguatkan fungsi sosial, emosional, dan simbolik dari film, serta menciptakan sensasi yang tidak dapat digantikan oleh platform *streaming*. Penelitian ini diharapkan dapat memberikan pemahaman mendalam mengenai pengalaman menonton film Generasi Z, menegaskan relevansi bioskop di era digital, dan menjadi referensi bagi kajian komunikasi, industri bioskop, serta penelitian lanjutan di bidang media.

Kata Kunci: Fenomenologi, Pengalaman menonton, Bioskop, Film, Generasi Z.

PHENOMENOLOGICAL STUDY: GENERATION Z'S EXPERIENCE OF WATCHING SPIDER-MAN NO WAY HOME MOVIE

ABSTRACT

This study examines Generation Z's experience of watching Spider-Man: No Way Home in cinemas through Husserl's phenomenological approach. The study aims to understand the cinema-going experience of Generation Z. A descriptive qualitative method was employed, with data collected through in-depth interviews and observations of six informants who met the criteria. The findings indicate that the cinema experience involves high-quality audiovisual elements, an immersive atmosphere, social interaction, and emotional reflection through nostalgia, moral messages, and life values. External factors, such as social media and the FOMO culture, also influence the decision to watch films in cinemas. The results confirm that cinemas remain relevant in the digital era because they provide a complete communication experience, strengthen the social, emotional, and symbolic functions of films, and create sensations that cannot be replaced by streaming platforms. This study is expected to provide a deeper understanding of Generation Z's film-watching experiences, reaffirm the relevance of cinemas in the digital age, and serve as a reference for communication studies, the cinema industry, and further media research.

Keywords: Phenomenology, Movie-watching Experience, Cinema, Generation Z, Film.