

## **CHAPTER V CLOSING**

### **5.1 Conclusions**

#### **1. Shared Social Experience & Digital Discourse (Aligns with Social Aspect of Pleasure):**

The conclusion emphasizes the crucial role of social interaction in amplifying the pleasure derived from horror, both in physical and digital spaces. Shared viewing intensifies emotional responses like fear, laughter, and excitement through emotional contagion. This shared experience fosters a sense of community and belonging among fans. Post-viewing discussions, whether face-to-face or online, further solidify social bonds and allow for shared interpretations and analysis, turning horror viewing into a social ritual. In the Indonesian context, this is especially important as collectivism and communal experiences are often highly valued. Online platforms also have important role, democratizing access to films and creating virtual spaces for Indonesian horror fans to connect, share their passion, and engage in digital discourse, further enhancing the social dimension of their enjoyment.

#### **2. Psychological Thrill & Emotional Release (Aligns with Psychological Aspect of Pleasure):**

The conclusion confirms that horror provides a safe and controlled environment for experiencing fear and anxiety. This "controlled fear"

allows for emotional release, enabling viewers to confront and process their own anxieties without real-world consequences. The anticipation of the unknown, the adrenaline rush from jump scares, and the eventual release of tension contribute to a unique and pleasurable experience. This psychological dynamic is universal, but in Indonesia, it might also connect to specific cultural anxieties or beliefs reflected in the films, adding another layer to the emotional-releasing experience.

**3. Exploration of Universal Themes & Cultural Resonance (Aligns with Cultural Aspect of Pleasure):**

The conclusion highlights the importance of universal themes explored in horror, such as good versus evil, morality, and the human condition. These themes resonate with viewers on a deeper level, prompting reflection and introspection. Crucially, in the Indonesian context, these themes are often intertwined with local folklore, mythology, and religious beliefs, creating a strong cultural resonance. This cultural connection enhances the emotional impact of the films and contributes significantly to the pleasure derived from them. Viewers not only experience the thrill of horror but also engage with their cultural heritage and explore relevant social and moral issues within a familiar cultural framework.

**4. 'Beauty' of Unsettling Content & Grotesque Imagery (Aligns with Aesthetic Aspect of Pleasure):**

The conclusion addresses the paradoxical appeal of grotesque imagery, explaining that it can be aesthetically appreciated when used

effectively. Rather than being merely shocking, grotesque elements can contribute to the film's atmosphere, thematic depth, and artistic value. The context in which these images are presented is crucial; when integrated thoughtfully into the narrative, they become a source of artistic appreciation rather than just cheap scares. In Indonesian horror, the grotesque often takes on culturally specific forms, drawing on local myths and beliefs, which can be both disturbing and fascinating for Indonesian audiences. This culturally informed grotesque adds a unique aesthetic dimension to the pleasure derived from these films.

**5. Self-Identification and Active Engagement (Connects to Expression of Pleasure):**

The conclusion emphasizes that horror fans, especially in Indonesia, are not passive consumers but active participants who cultivate a strong personal identity through their engagement with the genre. This identity is expressed through shared passion, participation in online and offline communities, and personal interpretations of the films. Active engagement through discussions, fan art, and seeking out new films deepens the connection to the genre and becomes a form of pleasure expression. This active participation fosters a sense of ownership and investment in Indonesian horror cinema. The shared experience of watching and discussing these films, combined with the cultural relevance of their themes and imagery, creates a powerful sense of community and belonging among

Indonesian horror fans, further amplifying their enjoyment and its expression.

## **5.2 Implications**

### **5.2.1 Social**

The research underscores the social role of horror films, particularly within the Indonesian context. It reveals how shared viewing experiences create communities and a sense of belonging among fans. Online platforms amplify this social dimension by providing virtual spaces for discussion, sharing, and cultural exchange. This study offers insights into how media consumption shapes social identities and strengthens social ties

### **5.2.2 Theoretical**

This research provides a broad understanding of the psychological and cultural aspects of pleasure derived from horror films. It expands upon existing theories of emotional release, aesthetic appreciation, and cultural resonance by exploring their specific application to the horror genre. By examining the interplay between universal and culturally specific elements, this research offers a more comprehensive view of audience reception and engagement with media. The research provides a contribution to genre theory by examining how audience expectations for a specific genre, such as horror, influence their viewing experience and interpretation. By identifying the various

psychological, social, and cultural factors that contribute to the enjoyment of horror films, the research enriches theories of reception and pleasure. Additionally, the study demonstrates how the horror genre can serve as a reflection of cultural values and societal norms, as well as how unconventional aesthetic elements can convey profound meaning. Thus, the research not only confirms audience expectations for the horror genre but also challenges existing assumptions and paves the way for further exploration of the relationship between genre, audience expectations, and viewing experiences.

### **5.2.3 Practical**

The findings of this research have practical implications for filmmakers, distributors, and marketers of horror films. By understanding the complex factors that contribute to audience pleasure, industry professionals can develop more effective strategies to engage and satisfy horror fans. This research also suggests potential avenues for further academic exploration, such as investigating the impact of horror films on mental health, cultural identity, and social behavior.

## **5.3 Suggestion**

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