

Watching 'local content' *sinetron* and the joint construction of meaning

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One of the major changes in television programming in Indonesia from 1990 onwards was a move toward including local content in *sinetron*, which often meant the inclusion of representations of interaction in a regional language (e.g. Sen & Hill, 2000). Drawing upon work on media reception and social interaction (e.g. Agha, 2007; Friedman, 2006; Ginsburg, Abu-Lughod, & Larkin, 2002; Gumperz, 1982; Loven, 2008; Rachmah Ida, 2006; Spitulnik, 1996; Wenger, 1998; Wortham, 2006) which reminds us that audiences and interlocutors are neither homogeneous nor just passive message receivers, this paper provides a preliminary exploration of how four heterogeneous groups of Indonesians go about jointly assigning meaning to unfamiliar linguistic forms found in local content *sinetron* set in Java.

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