

ABSTRAK

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Judul : Representasi Tokoh Sari dan Alex Sebagai Masyarakat Urban Dari Segi Realitas Dalam Film “*A Copy Of My Mind*” (Analisis Semiotika)
Kata Kunci : Semiotika, Film, Masyarakat Urban, Film *A Copy of My Mind*.

Film “*A Copy Of My Mind*” adalah salah satu film yang merepresentasikan kehidupan masyarakat urban di Ibukota Jakarta. Sari dan Alex sebagai pemeran utama menjadi fokus peneliti untuk mengetahui bagaimana representasi masyarakat urban di Jakarta. Penelitian ini dimaksudkan untuk mengetahui bagaimana Representasi Masyarakat Urban Dari Segi Realitas Dalam Film “*A Copy Of My Mind*”. Pada penelitian ini, peneliti menggunakan penelitian deskriptif dengan pendekatan kualitatif. Peneliti menggunakan metode analisis semiotika John Fiske karena dalam bukunya *Television Culture* merumuskan teori “*The Codes of Television*” yang menyatakan peristiwa dinyatakan telah diencode oleh kode-kode sosial. Pada teori *The Codes of Television*, John Fiske merumuskan tiga level proses pengkodean : 1) Level realitas (*appearance, environment, behavior and expression*) 2) Level representasi dan 3) Level ideologi. Maka dari itu proses pengkodean John Fiske pada level realitas dapat menjadi acuan sebagai metode analisa peneliti dalam mengungkap representasi masyarakat urban yang terkandung dalam film “*A Copy Of My Mind*”.

ABSTRACT

Name : Riswan Sutan Akbar
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Title : *Representation of Sari and Alex Figures as Urban Communities in Terms of Reality in the film "A Copy of My Mind" (Semiotics Analysis)*
Keyword : *Semiotics, Film, Urban Society, Film A Copy of My mind.*

The film "A Copy of My Mind" is one of the films that represents the life of urban communities in the capital city of Jakarta. Sari and Alex as the main actors became the focus of researchers to find out how the representation of urban communities in Jakarta. This research is intended to find out how the Representation of Urban Communities in terms of reality in the film "A Copy of My Mind". In this study, researchers used a descriptive study with a qualitative approach. Researchers used John Fiske's semiotic analysis method because in his book Television Culture formulated the theory of "The Codes of Television" which stated that events had been encoded by social codes. In the theory of The Codes of Television, John Fiske formulated three levels of the coding process: 1) Level of reality (appearance, environment, behavior and expression) 2) Level of representation and 3) Level of ideology. Therefore the coding process of John Fiske at the level of reality can be a reference as a method of researcher analysis in revealing the representation of urban society contained in the film "A Copy Of My Mind".