

## ABSTRAK

Penelitian bertujuan untuk menganalisis dan merepresentasikan kekerasan dari Anime Boruto The Next Generation Episode 175. Analisis ini menggunakan menggunakan analisis dari semiotika John fiske yang peneliti akan meneliti unit analisis yang berupa adegan kekerasan atau potongan-potongan scene tersebut akan ditafsirkan ke dalamn tiga level semiotika John Fiske, yaitu level realitas, lalu level representasi, dan level ideologi. Jenis data yang digunakan dalam penelitian ini bersifat kualitatif dan data ini menggunakan Teknik observasi non-participant dari Anime BorutoThe Next Generation Episode 175. Hasil penelitian ini menemukan representasi kekerasan dalam Anime Boruto The Next Generation, ditemukan 8 adegan kekerasan yang di kelompokkan jenis kekerasan.

Kata Kunci: Kekerasan, representasi, semiotika

## ABSTRACT

*This study aims to analyze and represent violence from the Anime Boruto The Next Generation Episode 175. This analysis uses an analysis from John Fiske's semiotics where researchers will examine the unit of analysis in the form of violent scenes or pieces of the scene that will be interpreted into three levels of John's semiotics. Fiske, namely the level of reality, then the level of representation, and the level of ideology. The type of data used in this study is qualitative in nature and this data uses non-participant observation techniques from the Anime Boruto The Next Generation Episode 175. The results of this study found representations of violence in the Anime Boruto The Next Generation, found 8 violent scenes classified as types of violence. .*

*Keywords: Violence, representation, semiotics*