

ABSTRAK

Suci Widyaningsih: Representasi Jurnalis Televisi Dalam Film Hanum & Rangga: *Faith and The City* (Analisis Semiotika Charles Sanders Pierce)

Kejurnalistikan biasanya terkait erat dengan media-media utama seperti televisi, radio, koran atau majalah. Namun saat ini, film bisa menjadi salah satu bentuk media massa yang mampu menggabungkan kejurnalistikan dari perspektif seni dan hiburan. Salah satu contoh film yang memiliki unsur kejurnalistikan adalah film Hanum & Rangga: *Faith and The City*. Film ini diadaptasi dari novel berjudul serupa yang mengisahkan tentang peran seorang jurnalis televisi.

Penelitian ini bertujuan untuk menggali representasi jurnalis televisi dalam film Hanum & Rangga : *Faith and The City* melalui pendekatan semiotika Charles Sanders Pierce. Metode penelitian yang digunakan adalah analisis semiotika untuk memahami tanda-tanda yang ada dalam film tersebut.

Hasil penelitian ini mengungkapkan bahwa representasi jurnalis televisi dalam film ini tercermin melalui elemen-elemen kunci dalam semiotika Pierce, yaitu representement, objek, dan interpretant. Representement menciptakan tanda-tanda visual dan naratif yang menggambarkan jurnalis televisi, objek mengacu pada entitas atau ideologi yang direpresentasikan, interpretant berfungsi sebagai hasil pemahaman penonton terhadap representasi tersebut.

Pemeran jurnalis televisi dalam film ini mampu membawa karakter jurnalis televisi ke dalam kehidupan, dengan mendalamnya pembahasan mengenai representement, objek, dan interpretant dalam semiotika Pierce. Penelitian ini menyimpulkan bahwa terdapat tanda-tanda signifikan yang menggambarkan bagaimana representasi seorang jurnalis dapat dianalisis melalui pendekatan semiotika, membantu kita memahami lebih dalam peran jurnalis televisi dalam budaya populer melalui medium film.

Kata kunci : Representasi, Jurnalis Televisi, Film, Semiotika Pierce

ABSTRACT

Suci Widyaningsih: The Representation of Television Journalists in the Movie Hanum & Rangga: Faith and The City (Charles Sanders Pierce Semiotic Analysis)

Journalism is usually closely associated with mainstream media such as television, radio, newspapers or magazines. But nowadays, movies can be a form of mass media that can combine journalism from the perspective of art and entertainment. One example of a movie that has journalistic elements is the movie Hanum & Rangga: Faith and The City. This movie is adapted from a novel with the same title that tells the story of the role of a television journalist.

This research aims to explore the representation of television journalists in the movie Hanum & Rangga: Faith and The City through Charles Sanders Pierce's semiotic approach. The research method used is semiotic analysis to understand the signs in the movie.

The results of this study reveal that the representation of television journalists in this film is reflected through the key elements in Pierce's semiotics, namely representation, object, and interpretant. Representation creates visual and narrative signs that depict television journalists, object refers to the entity or ideology represented, interpretant serves as the result of the audience's understanding of the representation.

The cast of television journalists in this movie is able to bring the character of television journalists to life, with an in-depth discussion of representation, object, and interpretant in Pierce's semiotics. This study concludes that there are significant signs that illustrate how the representation of a journalist can be analyzed through a semiotic approach, helping us understand more deeply the role of television journalists in popular culture through the medium of film.

Keywords: Representation, Television Journalist, Film, Pierce Semiotics