

## ABSTRACT

Culture shock is a term used to describe the anxiety that a person feels when experiencing and meeting other cultures. Feelings of restlessness will arise when there is a reduction in adapting to a new culture. Culture shock can include aspects of life such as relationships, culture, religion, how to dress, language, etc. This reality is also depicted in films, or drama series which are included in mass communication. Like the Netflix drama series entitled “Elite” with one of the actors named Nadia experiencing culture shock when she moved to her new school.

The purpose of this study is to analyze, identify, draw conclusions using John Fiske’s theory on semiotics with three levels, namely the level of reality, representation, and the level of ideology regarding the semiotic representations of culture shock as Nadia in the Netflix series “Elite”. The research method used by the researcher is descriptive qualitative approach. The analysis carried out by the researcher uses John Fiske’s semiotic theory which includes three levels of reality, representation, and ideology. The data source and subject used in this research is the Netflix series “Elite”.

The results of this study are the Netflix series “Elite” there is one actor who experiences culture shock which is analyzed with three levels proposed by John Fiske. The level of reality carried out shows the occurrence of culture shock and phases of optimism, crisis, recovery, and adjustment. The resulting level of representation shows the technical code on the camera aspect, lighting settings, and settings that describe the culture shock of Nadia’s cast. Then, at the ideological level, it can be concluded that the culture shock contained in the screen-scenes of the Netflix series “Elite” supports assimilative ideology.

**Keywords: Culture Shock, Drama Series, Semiotics, Semiotics John Fiske**