

## ABSTRAK

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Komunikasi.Representasi Krisis Identitas Diri Toko Utama Dalam Film DIDI.

Krisis identitas adalah kondisi psikologis yang sering dialami remaja dalam pencarian jati diri, terutama saat menghadapi tekanan budaya, keluarga, dan lingkungan sosial. Film DIDI menggambarkan perjuangan remaja keturunan Taiwan-Amerika dalam menyeimbangkan identitas budaya berbeda, konflik keluarga, dan tekanan teman sebaya yang memperparah kebingungan identitasnya. Tujuan penelitian ini adalah untuk menganalisis representasi krisis identitas tokoh utama dalam film Didi melalui pendekatan semiotika model John Fiske pada tiga level pengkodean televisi: level realitas, level representasi, dan level ideologi. Untuk menggali makna identitas dan konflik batin tokoh remaja dalam konteks sosial dan psikologis mereka.

Metode pengumpulan data menggunakan observasi mendalam terhadap potongan adegan dan screenshot film sebagai bahan kajian utama. Analisis data dilakukan dengan memeriksa unsur-unsur pembentuk makna pada tiap level pengkodean secara deskriptif kritis.

Hasil penelitian menunjukkan bahwa film DIDI berhasil merepresentasikan proses pencarian jati diri remaja yang kompleks dan multidimensional, dipengaruhi oleh interaksi sosial keluarga, lingkungan multikultural, tekanan teman sebaya, serta dinamika budaya digital dan media sosial. Tema krisis identitas tampak pada eksplorasi ekspresi gender, tekanan budaya keluarga Asia-Amerika, konflik generasi, serta usaha tokoh utama menyesuaikan diri dengan norma sosial melalui berbagai interaksi personal dan digital. Teknik sinematografi, pencahayaan, dan musik latar secara efektif memperkuat atmosfer emosional dan psikologis tokoh dalam pergulatan identitasnya. Film ini juga menampilkan ideologi maskulinitas hegemonik, digitalisasi pengetahuan, dan tekanan budaya yang saling berinteraksi dalam membentuk identitas sosial dan psikologis remaja.

**Kata kunci :** Krisis identitas, Semiotika John Fiske, Remaja, Representasi Film.

## **ABSTRACT**

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Representation of the Main Character's Identity Crisis in the Film DIDI.*

*Identity crisis is a psychological condition commonly experienced by adolescents during their search for self-identity, especially when facing cultural, family, and social pressures. The film DIDI portrays the struggles of a Taiwanese-American teenager trying to balance different cultural identities, family conflicts, and peer pressure, which intensify his identity confusion. The purpose of this study is to analyze the representation of the main character's identity crisis in the film Didi using John Fiske's semiotic approach on three levels of television encoding: the reality level, the representation level, and the ideology level. This is to explore the meaning of identity and the inner conflict of the adolescent character within their social and psychological contexts..*

*The data collection method involves in-depth observation of selected scenes and screenshots from the film as primary materials for analysis. Data analysis is conducted by critically and descriptively examining the elements constituting meaning at each coding level.*

*The results indicate that the film DIDI successfully portrays the complex and multidimensional process of adolescent identity formation, influenced by family social interactions, multicultural environments, peer pressure, and the dynamics of digital culture and social media. The theme of identity crisis is evident in the exploration of gender expression, Asian-American family cultural pressures, generational conflicts, and the main character's efforts to adapt to social norms through various personal and digital interactions. Cinematography, lighting, and soundtrack effectively enhance the emotional and psychological atmosphere of the character's identity struggle. Moreover, the film reflects ideologies of hegemonic masculinity, knowledge digitalization, and cultural pressures that interconnect to shape the social and psychological identity of adolescents.*

**Keywords:***Identity crisis, John Fiske's semiotics, Adolescents, Film representation.*