

ABSTRAK

Firly Aulia Ningtiyas. Program Studi Ilmu Komunikasi. Representasi Ikatan Persaudaraan Di Kalangan Masyarakat Madura Dalam Film Pendek “*Tretan*” Oleh Mata Pena (Analisis Semiotika Charles Sanders Peirce).

Tujuan dari penelitian ini adalah untuk mengetahui Representasi Ikatan Persaudaraan Di Kalangan Masyarakat Madura Dalam Film Pendek “*Tretan*” Oleh Mata Pena. Menggunakan teori representasi Stuart Hall dan metode analisis semiotika Charles Sanders Peirce. Representasi dibagi kedalam dua kajian utama yaitu representasi mental, dan representasi bahasa. Subjek dari penelitian ini adalah Film Pendek “*Tretan*” Oleh Mata Pena .

Metode pengumpulan data menggunakan teknik observasi. Analisis data menggunakan teknik Charles Sanders Peirce. Teknik pemeriksaan keabsahan data menggunakan triangulasi sumber data. Hasil penelitian menunjukkan dari temuan tentang representasi mental dan representasi bahasa didapatkan representasi ikatan persaudaraan di kalangan masyarakat madura dalam film pendek “*Tretan*”. Penelitian menunjukkan representasi mental dan bahasa yang terjadi pada adegan tokoh menunjukkan representasi ikatan persaudaraan di kalangan masyarakat Madura.

Kata Kunci : representasi, persaudaraan, masyarakat Madura.

ABSTRACT

Firly Aulia Ningtiyas. Communication Science Study Program. Representation of Brotherhood Ties Among the Madurese Community in the Short Film "*Tretan*" by Mata Pena (Semiotics Analysis by Charles Sanders Peirce).

The purpose of this research is to find out the representation of brotherhood ties among the Madurese community in the short film "*Tretan*" by Mata Pena. Using Stuart Hall's representation theory and Charles Sanders Peirce's semiotic analysis method. Representation is divided into two main studies, that is mental representation and language representation. The subject of this research is the short film "*Tretan*" by Mata Pena.

Methods of data collection using observation techniques. Data analysis used the Charles Sanders Peirce technique. Data validity checking technique uses data source triangulation. The results of the study show that from the findings regarding mental representation and language representation, a representation of brotherhood ties among the Madurese community is obtained in the short film "*Tretan*". Research shows that the mental and language representations that occur in character scenes represent the bonds of brotherhood among the Madurese community.

Keywords: representation, brotherhood, Madurese people.