

ABSTRAK

Nofal Muhammad Suyono Matatim. 200531100167 . Program Studi Ilmu Komunikasi. Representasi Relasi Manusia dan Kecerdasan Buatan (Artificial Intelligence) dalam Film *Her*.

Penelitian ini mengkaji representasi relasi antara manusia dan kecerdasan buatan atau Artificial Intelligence dalam film *Her* karya Spike Jonze melalui pendekatan semiotika Ferdinand de Saussure. Perkembangan kecerdasan buatan telah membawa perubahan dalam kehidupan manusia, khususnya dalam cara individu membangun komunikasi, kedekatan emosional, dan hubungan interpersonal.

Penelitian ini menggunakan metode kualitatif dengan pendekatan analisis semiotika Ferdinand de Saussure. Data diperoleh melalui observasi terhadap adegan-adegan yang relevan dalam film serta dokumentasi dari berbagai literatur pendukung. Analisis dilakukan dengan mengidentifikasi tanda-tanda visual dan audio, kemudian memaknainya melalui konsep penanda dan petanda untuk mengetahui bagaimana relasi manusia dan kecerdasan buatan direpresentasikan dalam film.

Hasil penelitian ini menunjukkan bahwa kecerdasan buatan dalam film *Her* tidak hanya direpresentasikan sebagai alat bantu teknologi, tetapi juga sebagai entitas yang hadir dalam ruang komunikasi dan emosional manusia. Relasi antara Theodore dan Samantha memperlihatkan adanya pergeseran makna hubungan interpersonal di tengah perkembangan teknologi. Dengan demikian, penelitian ini berkontribusi dalam memperluas pemahaman mengenai representasi relasi manusia dan kecerdasan buatan dalam media film serta relevansinya dengan dinamika sosial masyarakat kontemporer.

Kata Kunci: Representasi, Relasi Manusia dan Kecerdasan Buatan, Artificial Intelligence, Film *Her*, Semiotika Ferdinand de Saussure, Stuart Hall, Komunikasi Interpersonal, Teknologi.

ABSTRACT

Nofal Muhammad Suyono Matatim.200531100167. Communication Studies Program. The Representation of Human and Artificial Intelligence Relationships in the Film

This study examines the representation of the relationship between humans and artificial intelligence in Spike Jonze's film *Her* using Ferdinand de Saussure's semiotic approach. The development of artificial intelligence has brought significant changes to human life, particularly in the way individuals build communication, emotional intimacy, and interpersonal relationships.

This study employs a qualitative method with Ferdinand de Saussure's semiotic analysis approach. The data were obtained through observation of relevant scenes in the film and documentation from various supporting literature. The analysis was conducted by identifying visual and audio signs, which were then interpreted through the concepts of signifier and signified to understand how the relationship between humans and artificial intelligence is represented in the film.

The findings show that artificial intelligence in *Her* is not only represented as a technological tool, but also as an entity that exists within the communicative and emotional space of humans. The relationship between Theodore and Samantha reveals a shift in the meaning of interpersonal relationships amid technological development. Therefore, this study contributes to a broader understanding of the representation of human-artificial intelligence relationships in film media and its relevance to the social dynamics of contemporary society.

Keywords: Representation, Human-Artificial Intelligence Relationship, Artificial Intelligence, *Her*, Roland Barthes Semiotics, Stuart Hall, Interpersonal Communication, Technology.