

Wafiqul Ahdi. 200531100187. Ilmu Komunikasi. Representasi Trauma Masa Kecil Dan Dampak Pada Perkembangan Karakter Dalam *Anime “Seishun Buta Yarou”* (Analisis Semiotika Roland Barthes Pada Film “*Seishun Buta Yarou*” Karya Souichi Masui).

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ABSTRAK

Penelitian ini bertujuan untuk mengungkap representasi trauma masa kecil dan dampaknya terhadap perkembangan karakter dalam *anime Seishun Buta Yarou Series*, yang mencakup *Bunny Girl Senpai* (2018), *Yumemiru Shoujo* (2019), dan *Randoseru Girl* (2023). Tujuan penelitian ini adalah bagaimana trauma psikologis yang dialami para tokoh utama seperti Kaede, Nodoka, Futaba, Mai, dan Shoko membentuk kepribadian, relasi sosial, serta konflik batin yang mereka alami pada masa remaja.

Penelitian ini menggunakan metode kualitatif dengan pendekatan analisis semiotika Roland Barthes. Objek penelitian ini berupa adegan dan dialog dari ketiga seri *anime* yang merepresentasikan trauma masa kecil dan dampak pada perkembangan karakter. Pengumpulan data menggunakan dokumentasi, observasi, serta studi kepustakaan dari buku, *literature*, jurnal dan artikel. Data dianalisis melalui tiga tahap utama menurut semiotika Roland Barthes, yaitu denotasi, konotasi, dan mitos. Teknik pemeriksaan keabsahan data menggunakan triangulasi sumber.

Hasil penelitian menunjukkan representasi trauma masa kecil seperti *cyberbullying*, pengabaian emosional dari orang tua, serta penyakit terminal menciptakan berbagai gangguan psikologis seperti disosiasi identitas, kecemasan sosial, krisis eksistensi, hingga kebutuhan validasi yang tidak sehat. Masing-masing trauma direpresentasikan melalui manifestasi simbolik dalam bentuk ekspresi verbal, gestur tubuh, dan fenomena supranatural (sindrom pubertas) yang dialami tokoh. Dengan demikian, *anime* ini tidak hanya menghadirkan cerita fiksi, melainkan juga refleksi mendalam atas luka psikologis remaja yang diabaikan oleh lingkungan sosial dan keluarga.

Kata Kunci: Representasi, Trauma masa kecil, Semiotika Roland Barthes, Perkembangan karakter, *Anime Seishun Buta Yarou*

Wafiqul Ahdi. 200531100187. *Communication Science. Representation of Childhood Trauma and Impact on Character Development in Anime “Seishun Buta Yarou” (Analysis of Roland Barthes’ Semiotics on the Film “Seishun Buta Yarou” by Souichi Masui).*

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ABSTRACT

This study aims to explore the representation of childhood trauma and its impact on character development in the anime series Seishun Buta Yarou, which includes Bunny Girl Senpai (2018), Yumemiru Shoujo (2019), and Randoseru Girl (2023). The purpose of this study is to investigate how the psychological trauma experienced by the main characters, such as Kaede, Nodoka, Futaba, Mai, and Shoko, shapes their personalities, social relationships, and inner conflicts during adolescence.

This study uses a qualitative method with a Roland Barthes semiotic analysis approach. The objects of this study are scenes and dialogues from the three anime series that represent childhood trauma and its impact on character development. Data collection uses documentation, observation, and literature studies from books, literature, journals, and articles. Data are analyzed through three main stages according to Roland Barthes’ semiotics, namely denotation, connotation, and myth. The data validity checking technique uses source triangulation.

The results of the study show that the representation of childhood trauma such as cyberbullying, emotional neglect from parents, and terminal illnesses creates various psychological disorders such as identity dissociation, social anxiety, existential crisis, and unhealthy validation needs. Each trauma is represented through symbolic manifestations in the form of verbal expressions, body gestures, and supernatural phenomena (puberty syndrome) experienced by the characters. Thus, this anime not only presents a fictional story but also a deep reflection on the psychological wounds of adolescents who are ignored by the social and family environment.

Keywords: Representation, Childhood Trauma, Roland Barthes’ Semiotics, Character Development, Seishun Buta Yarou Anime