

ABSTRACT

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Representation of Leadership Values in the Film Buya Hamka Vol.1 Using Charles Sanders Peirce's Semiotic Analysis.

Keywords: Representation, Leadership, Film, Semiotics, Charles S. Peirce
(xiv+72+ Attachments)

This study uses Charles Sanders Peirce's semiotic analysis to ascertain how leadership values are portrayed in the movie Buya Hamka vol. 1. The data for this study was gathered through observation, documentation, and interviews with research sources using qualitative methodologies. by employing the sign, object, and interpretant components of the triangle meaning. The findings of the study are a representation of the leadership principles in Buya Hamka Vol. 1. As the leader of the Makassar Muhammadiyah group, Buya Hamka first demonstrates the depiction of leadership traits from a number of these principles when she confronts the invaders with integrity, firmness, and humility. Second, Buya Hamka's leadership of a community magazine group demonstrated leadership values through his decision-making, teamwork, accountability, and ability to bring about change. Third, when Buya Hamka assumes the role of head of the household, his wife and kids serve as a living example of leadership values. possesses a loving disposition, acts as a father, and influences positive things

Bibliography(2002- 2023)