

ABSTRACT

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Representation Of Indonesian Culture In The Film Raya And The Last Dragon

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(x + 53 + appendices)

Film is one of the media of mass communication, namely communication through modern mass media. Film media is one of the messengers that is currently popular. This study aims to determine the description of the representation of Indonesia culture. One of them is in the film Raya and the last dragon and categorizes it according to the various kinds of Indonesia culture that exist. This study uses descriptive content analysis with a qualitative approach. The data collection technique used is by selecting several scenes in the film that contain Indonesian culture. The collected scenes will be analyzed using semiotic. The data analysis technique used Roland Barthes semiotic theory which consists of denotation, connotation, and myth. The myths in this writing are based on everyday life or people's beliefs. The connotative meaning taken is the meaning implied in this film. The results of the scene analysis will be categorized based on Indonesia culture which consists of buildings, arts, and clothing. The limitation of this writing is the culture shown in the film Raya and the last dragon.

Bibliography (2007 – 2022)