ABSTRACT

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ANALYSIS OF SOCIAL GAPS IN PARASITE FILMS USING ROLAND BARTHES’ SEMIOTICS.

Keywords : Semiotic, Film, Moral message, Social gap

In this digital age, the role of the media is very influential and can make life fast and easy. Various visual and audio visual communication media also began to appear in this digital era, so that each individual community is increasingly facilitated and free to choose in using media to convey information. Communication media are also often used by people in the world of positive learning, for example as a means of delivering moral messages contained in such media. Moral messages conveyed through communication media are of many types, one of which is through film. This study aims to determine the meaning of denotation, connotation, social inequality myth contained in the film 'parasite' using the Semiotic theory of Roland Barthes. The method used is a qualitative method that is documentation and observation in collecting data. The results obtained by this parasite film were able to clearly criticize life in South Korea, especially socio-economic life between rich and poor people. This film also contains many hidden meanings such as stones that illustrate financial assistance for the poor, down the stairs which means going back to life, comparison of body odor as a social marker between rich and poor families, help from insiders in the world of work, and comparison of the meaning of rain for the rich is a blessing while for the poor the rain is a disaster.

References: (1966 - 2018)