

Perilaku Bullying dalam Film A Girl Like Her (Studi Semiotik Charles Sanders Peirce tentang Bullying dalam Film A Girl Like Her)

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Abstract	<p>Abstrak Film merupakan media komunikasi dimana penonton sebagai komunikan menerima pesan secara pasif dari para pembuat film sebagai komunikator. Keterkaitan film dengan masyarakat yaitu film dijadikan sebagai representasi berbagai kehidupan dalam masyarakat, seperti masalah sosial yang terjadi di antaranya perilaku bullying. Oleh karena itu, penelitian ini bertujuan untuk mengetahui perilaku bullying yang direpresentasikan melalui film A Girl Like Her dengan metode kualitatif semiotika Charles Sanders Peirce. Analisis didapatkan dari enam potongan gambar yang mewakili hal-hal yang berkaitan dengan perilaku bullying, di antaranya faktor, aktor, dampak, dan bentuk dalam perilaku bullying. Hasil analisis penelitian menunjukkan bahwa faktor pelaku melakukan perilaku bullying karena mempunyai latar belakang keluarga yang tidak harmonis, selain pelaku dan korban juga ditemukannya defender dan asisten bully, dampak yang terjadi kepada korban yaitu tekanan sehingga membuatnya melakukan tindakan bunuh diri, bentuk bullying masih kerap terjadi yaitu bullying verbal dan bullying fisik. Kata Kunci: Bullying, Film A Girl Like Her, Semiotika Abstract Film as a medium of communication is where the audience as communicants who receive messages passively from filmmakers as communicators. Watching movies is one way to get information passively. The relationship between film and society is that the film is used as a reflection of various lives in society, such as social problems that occur, including bullying behavior. Therefore, this study aims to find out the bullying behavior reflected through the film A Girl Like Her with the qualitative method of Charles Sanders Peirce's semiotics. The analysis was obtained from six pieces of images that represent things related to bullying behavior, including factors, actors, impacts, and forms of bullying behavior. The results of the research analysis showed that the perpetrator factor of bullying behavior is because he has a disharmonious family background, in addition to the perpetrator and the victim also found defenders and bully assistants, the impact that occurs on the victim is the pressure that makes him commit suicide, forms of bullying still often occur, namely verbal bullying and physical bullying. Keywords: Bullying, Film A Girl Like Her, Semiotics.</p>
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