



ABSTRAK

REPRESENTASI SIMULAKRA MELALUI KARAKTER HAN SO RA PADA FILM “*FOLLOWING*” 2024 (STUDI ANALISIS SEMIOTIKA ROLAND BARTHES)

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Film “*Following*” 2024 adalah film yang menceritakan kehidupan seorang *real estate* Koo Jung Tae yang hobi menguntit, salah satu korbannya adalah *influencer* terkenal yakni karakter Han So Ra. Hal tersebut disebabkan oleh rekayasa unggahan media sosial yang menarik perhatian Koo Jung Tae. Munculnya konsep simulakra dari rekayasa unggahan Han So Ra untuk mencapai validasi *self branding* di media sosial. Penelitian ini bertujuan untuk mengetahui representasi simulakra karakter Han So Ra pada film “*Following*” 2024 dengan model semiotika Roland Barthes: denotasi, konotasi, dan mitos. Penelitian ini menggunakan metode kualitatif-deskriptif, paradigma kritis dan model analisis semiotika Roland Barthes. Subjek penelitian merujuk pada karakter Han So Ra, sementara objeknya representasi simulakra pada film “*Following*”. Hasil penelitian: enam *scene* menampilkan realita karakter Han So Ra dalam realitas simulakra, realitas virtual yang terlihat asli. Hasil penelitian disesuaikan tiga level analisis. Denotasi: merepresentasikan rangkaian aktivitas Han So Ra pada kehidupan asli dan yang ditampilkan di platform media mendasari realitas simulakra. Konotasi: makna mendalam rangkaian aktivitas Han So Ra menyiratkan simulakra dari tahapan proses refleksi realitas, distorsi realitas, menutupi ketiadaan realitas hingga simulakrum murni atau hiperrealitas. Mitos: Han So Ra merepresentasikan tokoh publik di platform media yang membentuk nilai sosial sebagai kepercayaan dari kesuksesan, keaslian, dan kebahagiaan.

Kata Kunci: Semiotika, Semiotika Roland Barthes, Representasi, Simulakra, Film

ABSTRACT

THE REPRESENTATION OF SIMULACRA THROUGH HAN SO RA CHARACTER IN “FOLLOWING” FILM 2024 (A SEMIOTIC ANALYSIS STUDY OF ROLAND BARTHES)

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“Following” 2024 is a film that tells about the life of real estate agent named Koo Jung Tae who likes to stalk, and one of his victims is a famous influencer character named Han So Ra. This is due to the manipulation of social media posts that caught Koo Jung Tae's attention. The concept of simulacra emerges from Han So Ra's manipulated posts to achieve self-branding validation on social media. This research aims to understand the simulacra representation of Han So Ra character in the 2024 “Following” using Roland Barthes' semiotic model: denotation, connotation, and myth. This study uses a qualitative-descriptive method, critical paradigm and Roland Barthes' semiotic analysis model. The subject of the study refers to the character Han So Ra, while the object is the simulacra representation in the film “Following”. Research results: six scenes display the reality of Han So Ra character within simulacra reality, a virtual reality that looks real. The results of the study are adjusted to three levels of analysis. Denotation: represents a series of Han So Ra's activities in real life and those displayed on media platforms that simulacra reality. Connotation: The deep meaning of Han So Ra's series of activities implies a simulacrum of the stages of the process of reflecting reality, distorting reality, covering up the absence of reality to pure simulacrum or hyperreality. Myth: Han So Ra represents a public figure on a media platform who shape social values as beliefs about success, authenticity, and happiness.

Keywords: *Semiotics, Roland Barthes' Semiotics, Representation, Simulacra, Film*