



ABSTRAK

REPRESENTASI KELAS SOSIAL DALAM FILM PUTRI BINTANG LIMA (ANALISIS SEMIOTIKA ROLAND BARTHES)

Lukman Afandi
5211711285

Penelitian ini penting untuk mengkaji bagaimana media, khususnya film Putri Bintang Lima, membentuk persepsi masyarakat tentang kelas sosial. Dalam konteks ketimpangan sosial di Indonesia, studi ini relevan secara akademis, sosial, dan budaya. Diharapkan penelitian ini mendorong kesadaran kritis dan membuka diskusi tentang representasi sosial dalam media massa. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif untuk menganalisis potongan scene, dialog, latar, dan suasana dalam film Putri Bintang Lima. Penulis bertindak sebagai instrumen kunci, dan data dianalisis secara alamiah untuk memahami representasi kelas sosial sebagaimana adanya dalam film tersebut. Film Putri Bintang Lima merepresentasikan kelas menengah melalui karakter Perdana dan keluarganya yang sederhana dan emosional. Momen harapan, subordinasi pekerja domestik, hingga kekerasan di ruang publik menunjukkan relasi kuasa. Film ini membangun mitos meritokrasi, tetapi tetap menegaskan bahwa mobilitas sosial ditentukan oleh validasi kelas atas. Film Putri Bintang Lima merepresentasikan dinamika kelas sosial melalui visual, naratif, dan simbol. Kelas atas digambarkan dominan dan berkuasa atas ruang serta kehidupan orang lain, sementara kelas bawah pasif dan bergantung pada pengakuan. Film ini membentuk mitos yang melanggengkan ketimpangan sosial melalui simbol, gaya hidup, dan relasi kekuasaan antar kelas.

Kata Kunci: Representasi, Kelas Sosial, Film, Semiotik

ABSTRACT

**REPRESENTATION OF SOCIAL CLASS IN THE FILM OF PUTRI BINTANG LIMA (SEMIOTIC ANALYSIS OF ROLAND BARTHES) **

Lukman Afandi
5211711285

This research is important to examine how the media, especially the film Putri Bintang Lima, shapes people's perception of social class. In the context of social inequality in Indonesia, this study is academically, socially, and culturally relevant. It is hoped that this research will encourage critical awareness and open discussions about social representation in the mass media. This study uses a qualitative method with a descriptive approach to analyze the scenes, dialogues, settings, and atmospheres in the film Putri Bintang Lima. The author acts as a key instrument, and the data is analyzed naturally to understand the representation of social class as it is in the film. The film Putri Bintang Lima represents the middle class through the character of Perdana and her family who are simple and emotional. Moments of hope, subordination of domestic workers, and violence in the public space show power relations. The film builds on the myth of meritocracy, but still asserts that social mobility is determined by high-end validation. The film Putri Bintang Lima represents the dynamics of social class through visuals, narratives, and symbols. The upper class is portrayed as dominant and ruling over the space and lives of others, while the lower class is passive and dependent on recognition. This film forms a myth that perpetuates social inequality through symbols, lifestyles, and power relations between classes.

Keywords: *Representation, Social Class, Film, Semiotics*