



ABSTRAK

REPRESENTASI *BULLYING* DALAM FILM *A PLACE CALLED SILENCE* TAHUN (2024)

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Penelitian ini membahas representasi *bullying* dalam film *A Place Called Silence* Tahun (2024) dengan menggunakan pendekatan semiotika Charles Sanders Peirce. *Bullying* ini merupakan isu sosial yang kompleks dan masih banyak terjadi di lingkungan sekolah. Film sebagai media massa mampu merepresentasikan realitas tersebut secara simbolik dan emosional. Penelitian ini bertujuan untuk mengetahui bagaimana *bullying* digambarkan melalui tanda-tanda visual dalam film. Metode yang digunakan adalah kualitatif deskriptif dengan menggunakan teknik analisis berdasarkan teori semiotika Charles Sanders Peirce, yang terdiri dari tiga elemen utama yaitu: *representament* (*qualisign, sinsign, legisign*), dan objek (ikon, *indeks*, simbol), dan *interpretant* (*rheme, dicisign, argument*), serta *ground* sebagai penghubung makna. Data dikumpulkan melalui observasi pada 14 adegan yang mengandung unsur *bullying*. Hasil penelitian menunjukkan bahwa film ini menggambarkan *bullying* dalam berbagai bentuk, seperti kekerasan fisik, pelecehan simbol serta tekanan psikologis, hingga pembiaran oleh lingkungan sekolah. Melalui penggunaan tanda-tanda visual seperti ekspresi wajah, tindakan paksa, simbol benda, film ini menghadirkan makna yang mendalam tentang penderitaan korban, ketimpangan kuasa, dan lemahnya sistem perlindungan yang ada. Pendekatan semiotika oleh Charles Sanders Peirce membantu mengungkap makna tersembunyi dalam setiap adegan yang tidak selalu diucapkan secara verbal.

Kata Kunci: Bullying, Representasi, Semiotika, Charles Sanders Peirce

ABSTRACT

REPRESENTATION OF BULLYING IN THE FILM A PLACE CALLED SILENCE (2024)

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This study discusses the representation of bullying in the film A Place Called Silence (2024) using Charles Sanders Peirce's semiotic approach. Bullying is a complex social issue that continues to occur frequently in school environments. As a form of mass media, film has the ability to represent this reality both symbolically and emotionally. The aim of this research is to examine how bullying is portrayed through visual signs in the film. The method used is descriptive qualitative with analytical techniques based on Charles Sanders Peirce's semiotic theory, which consists of three main elements: representamen (qualisign, sinsign, legisign), object (icon, index, symbol), and interpretant (rheme, dicisign, argument), along with ground as the connector of meaning. Data were collected through observations of 14 selected scenes that contain elements of bullying. The results show that the film portrays bullying in various forms, including physical violence, symbolic humiliation, psychological pressure, and negligence from the school environment. Through the use of visual signs such as facial expressions, forced actions, and symbolic objects, the film presents deep meanings related to victim suffering, power imbalance, and the weakness of existing protection systems. Charles Sanders Peirce's semiotic approach helps uncover hidden meanings in each scene that are not always expressed verbally.

Keywords: *Bullying, Representation, Semiotics, Charles Sanders Peirce*