



ABSTRAK

REPRESENTASI MAKNA KEKELUARGAAN DALAM FILM MY ANNOYING BROTHER VERSI INDONESIA (ANALISIS SEMIOTIKA CHARLES SANDERS PEIRCE)

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Keluarga merupakan institusi sosial dasar yang memiliki peran penting dalam membentuk karakter dan nilai-nilai dalam masyarakat. Namun, dalam kehidupan modern, nilai-nilai kekeluargaan kerap mengalami pergeseran. Film sebagai media komunikasi massa memiliki kekuatan dalam merepresentasikan berbagai makna, termasuk makna kekeluargaan. Penelitian ini bertujuan untuk mengkaji bagaimana makna kekeluargaan direpresentasikan dalam film *My Annoying Brother* versi Indonesia melalui pendekatan semiotika Charles Sanders Peirce. Penelitian ini menggunakan paradigma konstruktivisme dengan metode kualitatif deskriptif. Data dikumpulkan melalui observasi terhadap adegan, dialog, dan visual dalam film, kemudian dianalisis menggunakan tiga elemen utama dalam semiotika Peirce: representamen, objek, dan interpretant. Hasil penelitian menunjukkan bahwa film ini merepresentasikan makna kekeluargaan melalui simbol-simbol interaksi antar tokoh, pengorbanan, konflik, serta rekonsiliasi yang terjadi dalam alur cerita. Kesimpulannya, film ini berhasil menggambarkan nilai-nilai kekeluargaan secara emosional dan realistis, serta menyampaikan pesan penting mengenai arti kehadiran dan penerimaan dalam sebuah keluarga.

Kata Kunci: Makna Kekeluargaan, Film, Semiotika Peirce, Representasi

ABSTRACT

REPRESENTATION OF THE MEANING OF FAMILY IN THE INDONESIAN VERSION OF THE FILM MY ANNOYING BROTHER (A SEMIOTIC ANALYSIS BY CHARLES SANDERS PEIRCE)

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Family is a fundamental social institution that plays a crucial role in shaping individual character and societal values. However, in modern life, familial values often undergo shifts. Film, as a medium of mass communication, holds the power to represent various meanings, including those related to family. This research aims to examine how the meaning of family is represented in the Indonesian version of the film My Annoying Brother through the semiotic approach of Charles Sanders Peirce. The study employs a constructivism paradigm with a descriptive qualitative method. Data were collected through observation of scenes, dialogues, and visuals within the film, and analysed using Peirce's triadic model of semiotics: representamen, object, and interpretant. The findings reveal that the film represents familial meaning through symbols of character interactions, sacrifice, conflict, and reconciliation within the storyline. In conclusion, the film effectively conveys emotional and realistic portrayals of family values, delivering a meaningful message about presence and acceptance within a family.

Keywords: *Family Meaning, Film, Peirce Semiotics, Representation*