

ABSTRAK

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REPRESENTASI *SUPERHERO* DALAM FILM “SPIDER-MAN: HOMECOMING

(xiv + 67 halaman: 12 gambar; 1 tabel; 143 lampiran)

Kata Kunci : Representasi, *superhero*, film, Spider-man: Homecoming, Semiotika.

Film dan masyarakat memiliki sejarah yang panjang dalam kajian komunikasi. Namun nilai-nilai sejarah kian memudar di kalangan generasi muda, terutama nilai-nilai kepahlawanan. Salah satu penyebab memudarnya nilai pahlawan ialah karena kurang adanya figur pahlawan yang bisa dijadikan panutan oleh generasi muda, terutama di Indonesia. Sehingga tokoh fiksi muncul sebagai pengganti tokoh-tokoh pahlawan nasional. Salah satu nama tokoh fiksi yang sering muncul untuk menjadi pahlawan generasi muda ialah *spider-man*. Dan melalui media film, *spider-man* telah hadir dalam enam judul dan yang dikelompokkan menjadi tiga seri. Film “Spider-man: Homecoming” menjadi satu-satunya film dari ketiga seri yang menghasilkan audien usia 19-35 paling banyak. Dengan terkenalnya film ini di kalangan generasi muda, adanya pesan moral dibalik cerita ini juga menjadi landasan penting bagi para generasi muda. Untuk itulah diperlukan penelitian untuk mengetahui bagaimana representasi *superhero* di dalam film “Spider-Man: Homecoming”

Penelitian ini menggunakan pendekatan kualitatif dengan metode penelitian interpretatif. Pengumpulan data penelitian dilakukan dengan data primer, yaitu analisa paradigmatis yang mendalam dari film “Spider-Man: Homecoming”. Data sekunder berupa studi kepustakaan dan dokumentasi dari artikel dan buku ilmiah.

Hasil penelitian ini menunjukkan bahwa representasi *superhero* di dalam film “Spider-Man: Homecoming” berupa sifat tanpa pamrih, adaptasi, dan optimisme.

Referensi: 39 (1948-2018)

ABSTRACT

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SUPERHERO REPRESENTATION IN “SPIDER-MAN: HOMECOMING” MOVIE

Keyword : Representation, superhero, movie, Spider-man: Homecoming, Semiotic.

Movie and society have a long history in communication studies. But its historical values fading among the younger generation, especially the heroic values. One of the causes of the waning value of heroes is because of the lack of a hero figure that can be used as a role model by the younger generation, especially in Indonesia. So that fictional characters appear as a substitute for national hero figures. One of the names of fictional characters who often appear to be the heroes of the younger generation is spider-man. And through film media, Spider-Man has come in six titles and is grouped into three series. The movie "Spider-man: Homecoming" became the only movie of the three series that produced the most audience ages 19-35. With the popularity of this movie among the younger generation, the moral message behind this story is also an important foundation for the younger generation. For this reason, research is needed to find out how the representation of superheroes in the movie "Spider-Man: Homecoming"

This study uses a qualitative approach with interpretive research methods. Data collection research was carried out with primary data, namely in-depth paradigmatic analysis of the film "Spider-Man: Homecoming". Secondary data in the form of literature studies and documentations from scientific articles and books.

The results of this study indicate that the representation of superheroes in the movie "Spider-Man: Homecoming" takes the form of selflessness, adaptation, and optimism.

References: 39 (1948-2018)