

ABSTRACT

The title of this research is "SEMIOTIC ANALYSIS OF SOCIAL CRITICISM MESSAGE OF THE MOVIE ALANGKAH LUCUNYA NEGERI INI BY DEDDY MIZWAR". This movie is one of the channels or media of mass communication. The development of movie as a medium of mass communication in Indonesia experienced significant ups and downs, but the movie media in Indonesia was able to provide a significant effect in the process of delivering a message. Therefore, researcher use movie as subject for this research.

The movie is the theme of the social life of street children and injustice. Coupled with the many hidden meaning, a scene that has symbols that can be analyzed so that it can be seen semiotic social message contained in this movie.

Methods in this study using qualitative research methods with a semiotic analysis of Roland Barthes. This study uses data collection techniques such as observation, literature study, and in-depth interviews. Technical analysis of data on qualitative research was conducted several stages of data reduction, data presentation and conclusion.

The results of the research on the film "Alangkah Lucunya Negeri Ini" has eight scenes, contains a social message stand out and criticized the Indonesian government to be more sensitive to the social life of street children.