

ABSTRACT

This thesis is entitled “Representation of Family Conflict in the Film Everything Everywhere All at Once”. This study aims to solve the conflict in the Wang family, especially between Evelyn, Waymond, Joy, and Gong Gong, which reflects generational differences and cultural values in the Asian-American context. Using a qualitative analysis method with Ferdinand de Saussure's semiotics, this study highlights the meaning of signs in the film by analyzing signifiers and signs. Data collection was carried out through observation, literature study, interviews and documentation.

The results show conflicts between parents and children and husband and wife, involving differences in opinion, expectations, and ways of expressing affection. The film depicts how cultural values, past experiences, and intergenerational pressures create emotional distance in the family. Lack of communication and empathy cause deep tension. The film creates a bridge between the audience and the characters by depicting their struggle to understand each other and accept differences. This study is expected to provide more insight into family conflict and cultural representation in film as a powerful medium of communication.

Keywords: Representation, Family Conflict, Mass Media, and Film