

DAFTAR ISI

ABSTRAK	i
RINGKESAN.....	iii
KATA PENGANTAR	iv
DAFTAR ISI.....	x
DAFTAR GAMBAR	xii
DAFTAR TABEL	xiii
BAB 1 PENDAHULUAN	1
1.1 Latar Belakang Masalah	1
1.2 Fokus Penelitian dan Pertanyaan Penelitian.....	8
1.2.1 Fokus Penelitian	8
1.2.2 Pertanyaan Penelitian	8
1.3 Tujuan Penelitian dan Kegunaan Penelitian.....	8
1.3.1 Tujuan Penelitian	8
1.3.2 Kegunaan Penelitian.....	9
BAB II KAJIAN PUSTAKA DAN KERANGKA PEMIKIRAN.....	11
2.1 Kajian Literatur	11
2.1.1 Review Penelitian Sejenis	12
2.2 Kerangka Konseptual	15
2.2.1 Definisi Komunikasi	15
2.2.2 Unsur-unsur Komunikasi	18
2.2.3 Bentuk-Bentuk Komunikasi.....	19
2.2.4 Proses Komunikasi.....	21
2.2.5 Fungsi dan Tujuan Komunikasi	22
2.3 Komunikasi Massa	22
2.3.1 Definisi Komunikasi Massa	22
2.3.1.2 Fungsi Komunikasi Massa	24
2.4 Media Massa	26

2.4.1 Pengertian Media Massa	26
2.4.2 Karakteristik Media Massa	26
2.4.3 Jenis-Jenis Media Massa	28
2.4.4 Fungsi Media Massa	29
2.5 Film	31
2.5.1 Definisi Film	31
2.5.2 Fungsi Film	31
2.5.3 Jenis-Jenis Film.....	34
2.6 Pesan Moral.....	34
2.7 Kerangka Teoritis.....	37
2.7.1 Teori Komunikasi Semiotika	37
2.7.1.1 Semiotika menurut Roland Barthes	38
2.8 Kerangka Pemikiran.....	42
BAB III SUBJEK OBJEK DAN METODOLOGI PENELITIAN.....	46
3.1 Subjek, Objek dan Metodologi	46
3.1.1 Subjek penelitian.....	46
3.1.1.1 Data Informan	46
3.1.2 Objek Penelitian.....	47
3.1.3 Metodologi Penelitian	48
3.1.3.1 Paradigma Penelitian	50
3.1.3.2 Prosedur Pengumpulan Data	51
3.1.3.3 Rancangan Analisis Data.....	55
3.1.3.4 Kredibilitas dan Tingkat Kepercayaan Hasil Penelitian.....	57
3.2 Membuka Akses dan Menjalin Hubungan dengan Subjek penelitian	58
3.3 Lokasi dan Jadwal Penelitian	60
3.3.1 Lokasi Penelitian.....	60
Bab IV Hasil Penelitian dan Pembahasan.....	61
Daftar Pustaka	75

DAFTAR GAMBAR

Gambar 1.1 Poster Film Sir Alex Ferguson	2
Gambar 4. 1 Scene 1 (07:19-08:26)	63
Gambar 4. 2 Scene 2 (12:19-15:29)	66
Gambar 4. 3 Scene 3 (16:10-19:10)	69
Gambar 4. 4 Scene 4 (19:28-22:00)	72
Gambar 4. 5 Scene 5 (22:10).....	75
Gambar 4. 6 Scene 6 (24:43-31:55)	78
Gambar 4. 7 Scene 7 (36:10-36:51)	81
Gambar 4. 8 Scene 8 (38:21-40:45)	84
Gambar 4. 9 Scene 9 (42:31-43:10)	87
Gambar 4. 10 Scene 10 (47:30).....	90
Gambar 4. 11 Scene 11 (53:14).....	92
Gambar 4. 12 Scene 12 (56:04).....	95
Gambar 4. 13 Scene 13 (58:49-1:03:10).....	98
Gambar 4. 14 Scene 14 (1:07:44-1:08:07).....	101
Gambar 4. 15 Scene 15 (1:16:33-1:17:14).....	104
Gambar 4. 16 Scene 16 (1:19:04-1:21:43).....	107
Gambar 4. 17 Scene 17 (1:22:33-1:23:23).....	110
Gambar 4. 18 Scene 18 (1:30:00-1:32:00).....	113
Gambar 4. 19 Scene 19 (1:35:06)	116
Gambar 4. 20 Scene 20 (1:44:37-1:45:10).....	119
Gambar 5. 1	120

DAFTAR TABEL

Tabel 2 1 Review Penelitian Sejenis	15
Tabel 2 2 Kerangka Pemikiran.....	45
Tabel 3 1 Data Informan	47
Tabel 3 2 Jadwal Penelitian.....	60
Tabel 4. 1 Hasil Penelitian Film Sir Alex Ferguson : Never Give In Scene 1 (07:19-08:26)	63
Tabel 4. 2 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 2 (12:19-15:29)	66
Tabel 4. 3 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 3 (16:10-19:10)	69
Tabel 4. 4 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 4 (19:28-22:00)	72
Tabel 4. 5 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 5 (22:10) .	75
Tabel 4. 6 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 6 (24:43-31:55)	78
Tabel 4. 7 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 7 (36:10-36:51)	81
Tabel 4. 8 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 8 (38:21-40:45)	84
Tabel 4. 9 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 9 (42:31-43:10)	87
Tabel 4. 10 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 10 (47:30)	90
Tabel 4. 11 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 11 (53:14)	92
Tabel 4. 12 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 12 (56:04)	95
Tabel 4. 13 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 13 (58:49-1:03:10)	98
Tabel 4. 14 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 14 (1:07:44-1:08:07)	101
Tabel 4. 15 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 15 (1:16:33-1:17:14)	104

Tabel 4. 16 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 16 (1:19:04-1:21:43)	107
Tabel 4. 17 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 17 (1:22:23-1:23:23)	110
Tabel 4. 18 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 18 (1:30:00-1:32:00)	113
Tabel 4. 19 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 19 (1:35:06).....	116
Tabel 4. 20 Hasil Penelitian Film Sir Alex Ferguson Never Give In Scene 20 (1:44:37-1:45:10)	119