

ABSTRACT

This research, entitled "Representation of Luffy's Leadership Style in the Conflict with Usopp in One Piece Episodes 236–237," uses Ferdinand de Saussure's semiotic approach. This episode depicts the conflict between Luffy and Usopp when the captain decides to abandon the Going Merry, triggering emotional tension among the crew.

The purpose of this research is to examine how signifiers, signifieds, and social realities emerge in this conflict and how they reflect leadership values and a leader's responsibilities. The method used is descriptive qualitative, with Saussure's semiotic analysis to identify signifiers (e.g., dialogue, gestures, and visual symbols) and signifieds (the meanings behind the signs). The results show that symbols such as the "crying" Going Merry, Luffy's firm yet sorrowful expression, and the duel at the dock serve as signifiers. The signifiers that emerge emphasize leadership that demands courage, sacrifice, and difficult decisions for the benefit of the crew. The depicted social reality reflects real-life situations where leaders must make decisions that are not always accepted by all members but are crucial for the group's survival.

This demonstrates that leadership is closely related to responsibility, communication, and a willingness to sacrifice for the common good. This research is expected to expand the body of semiotic studies, particularly in examining anime as a medium that is not only entertaining but also conveys social messages about leadership and group dynamics.

Keywords: *Leadership Style, One Piece Anime, Ferdinand de Saussure, Signifier, Signified, Social Reality*