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Representasi Bullying Dalam Film Animasi Jepang 'A Silent Voice'

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ABSTRACT

This study explores the representation of bullying in the Japanese animated film 'A Silent Voice.' The research using semiotic analysis, particularly Roland Barthes' approach, to examine the film's representation of bullying. The introduction highlights the prevalence of bullying in contemporary society, emphasizing its impact on victims' physical and mental health. The study draws on previous research indicating that films can be effective tools in addressing and mitigating bullying behavior. The methodology section outlines a qualitative descriptive research approach, using employing observation and documentation techniques. The data analysis involves semiotic analysis using Roland Barthes' framework, focusing on denotation, connotation, and mythical aspects. Results and discussions present scenes from the film, analyzing verbal, physical, and mental bullying representations. Each scene is deconstructed through denotative and connotative lenses, unraveling the layers of meaning and underlying myths perpetuated by such behaviors. The conclusion synthesizes findings, emphasizing the film's potential to represent bullying through reflective, intentional, and constructionist approaches to representation, according to Stuart Hall's representation theory. The study contributes to understanding how films, such as 'A Silent Voice,' can depict and address societal issues like bullying.

Keywords: Representation, Semiotics, Roland Barthes, Film, Bullying

ABSTRAK

Penelitian ini meneliti representasi *bullying* dalam film animasi Jepang 'A Silent Voice.' Penelitian yang dilakukan menggunakan analisis semiotika, khususnya pendekatan Roland Barthes, untuk mengkaji representasi film tentang bullying. Pendahuluan memfokuskan prevalensi penindasan di masyarakat kontemporer, menekankan dampaknya terhadap kesehatan fisik dan mental korban. Studi ini mengacu pada penelitian sebelumnya yang menunjukkan bahwa film dapat menjadi media yang efektif dalam mengatasi dan mengurangi perilaku *bullying*. Bagian metodologi menguraikan pendekatan penelitian