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REPRESENTASI NIHILISME DALAM FILM EVERYTHING EVERYWHERE ALL AT ONCE

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Abstract

The film *Everything Everywhere All at Once* is not just mere entertainment, but this film as a mass communication medium tends to show signs that represent nihilism in its scenes. Nihilism comes from Nietzsche's thought (Piana, 2022) which states that concrete truth is absolute nothingness and meaning is meaningless. This research was conducted to find signs that represent nihilism in a film, which in this research is the film *Everything Everywhere, All at Once*, using Charles Sanders Peirce's semiotic analysis based on representation, object and interpretant. This research is included in interpretive qualitative research. The data sources in this research are data directly observed on the object of this research film, namely *Everything Everywhere All at Once* as well as journals and articles on the internet, so data collection was carried out by observation and literature study. The results of the research that researchers found were the seven signs of nihilism based on the concepts that make up nihilism, namely fear of death, fear of being forgotten, pain & misery, atheism, and ethical & value relativism found in the seven sequences in this film.

Keywords: Representation, Semiotics, Nihilism, Film.

A. PENDAHULUAN

Media massa menjadi media komunikasi yang paling banyak digunakan masyarakat saat ini. Dari berbagai jenis media massa yang ada, film menjadi salah satu yang paling sering dinikmati. Film sebagai media audio visual mampu memberikan pengalaman yang berbeda dibandingkan sekedar visual atau audio. Film sendiri menurut Latif dan Utud (dalam Mariana, 2017) merupakan suatu karya seni yang menjadi media komunikasi secara massa dan kebiasaan sosial yang diciptakan berdasarkan atas ketetapan visual sinematik dilingkupi dengan atmosfer. Berbagai film memiliki pesan yang ingin disampaikan oleh pembuatnya

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