

ABSTRACT

MEANING OF HEDONISM SIGNS IN "BOHEMIAN RHAPSODY" FILM (Roland Barthes's Semiotic Analysis Regarding Meaning of Hedonism Signs In "Bohemian Rhapsody" Film)

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This research was conducted with the intention to find out the meaning of the sign of hedonism found in the film Bohemian Rhapsody, analyze what are the meanings that contained in the Bohemian Rhapsody film relating to hedonism which consists of denotative meaning, connotative meaning, myth/ideology according to Roland Barthes.

This study uses a qualitative method with a semiotic analysis approach from Roland Barthes. Data is obtained through library research, documentation and internet searching.

The results *The meaning of denotation contained in the Bohemian Rhapsody scene depicts every scene and word spoken representing the lifestyle and mindset of hedonism. Next is connotation meaning that is, buy something excessive, money is a measure of pleasure, free to do everything without considering the norms, living for self-interest until family and friends are not cared for, seeking peace of mind and feeling through narcotics and alcohol. Whereas the meaning of myths/ideologies that can be taken in life around us, that is, consumptive mindset, enjoyment of matter as the purpose of life, worldly pleasures above everything, individualistic and selfish nature, popularity changes lifestyle.*

The conclusion *of the study shows the existence of consumptive behavior, individualism, selfishness, promiscuity, taking drugs, getting drunk and wasting money, shows the hedonism of a public figure who is at the peak of his career and forgets existing norms.*

Seuggestions *Researchers provide suggestions for further researchers to better raise films that are full of the meaning of life. Bohemian Rhapsody film shows many moral messages so that this film can be used as learning.*

Keywords : *Film, Hedonisme, Roland Barthes, Semiotic, Sign.*

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