ABSTRACT

REPRESENTATION OF VIOLATIONS SOCIETY OF PROFESSIONAL JOURNALIST CODE OF ETHICS IN NIGHTCRAWLER MOVIE

(Roland Barthes Semiotics Analysis Regarding Representation Of Violations Society of Professional Journalists Code of Ethics In Nightcrawler Movie)

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This research aim to know the representation of violations of the Society of Professional Journalists Code of Ethics in the film Nightcrawler. To describe it, focus of this research divided into several sub-problems at the micro that is denotative sign, connotative sign and myth/ideology in the film Nightcrawler.

A qualitative research method using design of semiotic analysis of Roland Barthes. Data collection techniques is done with the study documentation, literature, online data searches. The data analysis is done by the perseverance of observations, checks and discussions with peers and makes conclusions. Objects that were analyzed contained a few sequences in the film Nightcrawler by taking six sequences.

The results showed that there were three signs accordance with the semiotic Roland Barthes. Denotative sign that if a journalist may be legitimate or violation of origin do not get caught in order to get the dramatic news, good and interesting. Connotative sign a fake journalist is undergoing work but did not know the journalists code of ethics. Meanwhile, the myth / ideology because it has been very selfish and crossed the line so no care about the lives of others as if they that other person's life is worthless with no regard to the life of the only one by sheer selfishness. The resulting conclusion is for any one incident and have news value is very large, but it actually harm or threaten the safety of a person, then a journalist should be able to consider which is more important between news and lives. Any case, safety is the thing or the main points in doing any job, not least of a journalist (reporter) and did not deliberately intend to harm others for the sake of personal satisfaction only.

Researcher provides advice for filmmakers in order to elevate what the public has not known about the representation into a film, such as manipulating data means lying to the public. Nightcrawler movie shows a disgraceful act of a journalist to the community, especially to the journalists in Indonesia.

Keywords: *Violations the Society of Professional Journalists Code of Ethics, Violations Journalistic Ethics, Semiotics, Roland Barthes Semiotics.*