ABSTRACT

THE SOCIAL CLASS REPRESENTATION IN SNOWPERCER THE MOVIE
(The semiotic analysis of Jhon Fiske on Social Class Representation in Snowpiercer the Movie of Bong Jon Hoo)

By
Ferdy Soegito Putra
NIM. 41809722

This Thesis Under Guidance:
Adiyana Slamet, S.IP., M.Si

The study intends to find out the semiotic meaning of social class existing on Snowpiercer the movie and analyze significance on it in correlation with the social class including reality level, representation, and ideology as the Jhon Fiske's code.

It is a qualitative study with semiotic analysis of John Fiske. Data collection technique used is literature study and browsing. The analyzed object is sequence of Snowpeircer the movie categorized into prolog, ideological content, and epilogue representing 3 level such as reality, representation, and ideology level.

The research results indicate the social class at level of reality as seen from codes such as costume, dialogue, attitude and makeup; the representation level is on social class of technical codes such as takes the film by using of shoot combination; and the ideology level found a capitalist ideology as the political system one.

The conclusion shows that social class arranged by combine of code in Jhon Fiske's The Codes of Television. The Showpiercer the movie describe on phenomena of social class in social living; it is resulting in social gap among of them.

The suggestion by observer of the semiotic analysis of Jhon Fiske on the Snowpiercer movie is that social can find out how the class system according to the production; correlated to the economical aspect in common, as well as becomes the standard of understanding the existing social phenomena in social living.

Keywords*: codes of television, social class, Snowpiercer*