ABSTRACT

RACISM IN FILM SELMA

(John Fiske Semiotics Analysis on Reality, Representation, and Ideology Racism in Selma Film By Ava DuVernay)

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The objective of the study is to analyze meanings in Selma movie related on racism content.

The study uses qualitative approach with semiotics analysis of John Fiske. The object of the study is movie sequences which are divided into three sequences: Prolog, Ideological Content, and Epilog and the sequences present three levels: reality, representation, and ideology.

The study also combines The Codes of Television form John Fiske and scenario plot model of Richard Krevolin to get incisive analysis.

The conclusion of the study shows that racism content in Selma movie can be identified from reality level which are indicated from the style of how the players talk, expression, and attitude; then representation level indicated from conventional code which are narration, dialog, character, conflict, and actions; the last one is ideology level based on the codes of television theory of john fiske and scenario plot model of Richard krevolin to determine a sequence to be the focus of analysis in order to get an incisive analysis of Selma movie.

The writer suggests community should be more sensitive of messages contained in movies whether they are positive or negative ones. Other suggestion is for next writer/researcher who does the same kind of study to do better.

Keyword: semiotics, john fiske, the codes of television, Selma, ideology.