ABSTRACT

TECHNOLOGICAL SINGULARITY REPRESENTATION IN FILM TRANSCENDENCE
(Semiotic analysis of Roland Barthes Representations About The Film Transcendence technological singularity)

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This study aims to determine the representation of creation and developed a high leap technology by two scientist, in which the technology could be ushering a human being into singularity technology era as well as helping a several difficult problem in human life. This technology also covering a several medical field such biotechnology with nanotechnology architecture. To translate it, then focus the issue of researchers divided into several sub-micro problem is denotative, connotative meaning, and the meaning of the myth / ideology in the film Transcendence.

A qualitative approach to the method of Roland Barthes' semiotic analysis. Data was collected with the study documentation, literature, online data tracking, and observation. The data analysis is done with data reduction, data collection, data provision, and conclusion. The validity of the test data with the extension of participation, persistence observation, and checking colleagues. Objects which analyzed the sequences contained in the film Transcendence by taking five sequences.

The results showed that there are three signs in accordance with the semiotic Roland Barthes. Denotative sign a scientist who creates an artificial intelligence that is a technological singularity. Connotative sign artificial intelligence technology that is able to change and to build a future. While signs of myth / ideology is a technological revolution with the development along the era, where people do not refuse to these developments.

Conclusion resulted is an obsessed scientist created artificial intelligence technologies that exceed the capabilities of human mind, technology had been exist in a human civilization since long enough that lead to nowadays the human race are often to relying and bound with the technology continues to evolve throughout era. The meaning is covering into the myth / ideology which has concluded.

Researchers provide advice for filmmakers can be raised what people have not known the representation into a movie, like a computer with a processor that has a very sophisticated. Transcendence movie shows the development of technology, especially for the people of Indonesia.

***Keywords** : Singularity technology, Artificial Intelligence, Technology Revolution*