

ABSTRACT

A short film is a film that is not as long as the main film, but a short film can contain the complexity of the film to make it dense and concise and clear. It can be seen how a short film displays a portrait of reality usually in a symbolic form and it is full of meaning related to Roland Barthes' semiotic theory in the form of denotation, connotation and myth. One of the short films is Kepater (2022). The short film "Kepater" is an educational as well as entertainment film made by Ravanca Film in collaboration with the GunungKidul Kominfo and directed by Ludy Oji Prastama. a puskesmas in one of the villages in Gunungkidul. On the way, they faced the situation that their boxcar got stuck in a mud puddle on a broken road. The purpose of this film is to show how Diskominfo 9 informs the public about SP4N-LAPOR and the public to keep updating about technology. The two characters in the film serve as metaphors for the use of technology in society, Mr. Trimbil who is still clueless while Sokle can already use technology. This writing uses a qualitative descriptive method and the results of this study are to describe the meaning and message to be conveyed in the film through Roland Barthes' semiotic analysis in the form of denotation, connotation and myth, analyzing the visuals in the film through educational and entertainment narrative scenes. the researcher divides one scene in the short film "Kepater" into four scenes as a unit of analysis, 3 of these scenes present an educational narrative and also 1 entertainment scene. For further research, it is hoped that the object, subject, and analytical techniques will be more developed. The object is deeper related to the meaning and message that the film wants to convey.

Keywords: short film, diskominfo, teknologi, public education, semiotics.