

Representation Non Violent Value In Film
(John Fiske Semiotic Analysis Study in Big Hero 6 Movie)

Abstract

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Marvel Studio often producing the film of superhero such as Iron Man, Superman, Batman, Avanger, etc. Those superhero films raised the story about superhero who able to annihilated villain through super-powered fighting. One of the Marvel character from Walt Disney Animated Studios Production brought different ending in the conflict solution with the villain, that is Big Hero 6. The main hero are Hiro and robotic friend Baymax telling about them who stopped crime of professor with peacefully and nonviolent. It is interesting to be researched. By semiotic, the sign in film can be studied, it is because film constructed by many signs. Film duration about 105 minutes divided into four scenes to create reality reflection in real life it is use many sign to construct a reality in film. This research use code of television theory by John Fiske semiotic method, consist of reality level, representation level and ideology level. Then, it is supported by mass communication theory, Non Violent Communication theory, and John Fiske semiotic theory in order that the research has its theoretical cornerstone. However, the research finds out about the understanding of nonviolent communication which seen on Hiro and Baymax from this film.

Words Order : Non Violent, Semiotics, Film