

ABSTRACT

In the last 15 years (from the year 2000 to 2015), the rapid technological development and lead to the development of media in communication to convey the message of the communicant to the communicator. Film is one of the media that is currently widely used to convey the message widely. the film has a wide variety of genres including no action films, war, comedy, horror, sci-fi and others. The film also has a lot of elements are incorporated into the story and one example is the homosexual element. In this study, researchers interested in studying about representation in films featuring elements of homosexuality into the story, and the film chosen was Arisan !. This type of research is qualitative semiotic analysis of John Fiske with three levels of reality, representation, and ideology. The results showed that the film Arisan! representing the metrosexual who became gay have psychological stages from the initial stages will be covered sexual disorder then he will admit that he was a homosexual. In addition, researchers found that people who are gay would have more to feminism gesture as a woman. And the film also carries the ideology of liberalism that embraces freedom in individualy. So that the film Arisan! is one of those films that contain elements of homosexuality and contains the ideology of liberalism in it by using the film as a mass media in conveying the message to the wider community.

Keywords: film, homosexual, john fiske, semiotics, representation