

ABSTRACT

This study discusses about the Cinematography Club UNPAD Student Perceptions about the film $2 + 2 = 5$. The purpose of this study to determine what students' perceptions of the Student Activity Unit Cinematography Club UNPAD the short film $2 + 2 = 5$? ".

The method used is quantitative with correlational method with survey data collection techniques. This study population is a member unit of student activity Cinematography Club UNPAD totaling 107 people. The sampling technique used is nonprobability sampling with saturated sampling method used. Data analysis technique used is descriptive analysis.

Based on the theory used in the study of the theory of perception SMEs Cinematography Club ubuntu has chosen the film $2 + 2 = 5$ as the media's perceptions about the short film $2 + 2 = 5$, giving rise to the perception that different on the short film $2 + 2 = 5$ the theme of freedom of speech. The cognitive component has the highest value% of the variance of 86.6%.

Keywords: Perception Student Cinematography Club UNPAD the short film $2 + 2 = 5$

