

## **ABSTRAK**

### **The Leadership Meaning of the Concierge in The Grand Budapest Hotel Movie**

This thesis entitled The Meaning of Concierge Leadership in The Movie The Grand Budapest Hotel. The purpose of this thesis is to know deeply how the leadership of a person seen in a film through 3 parts. the level of reality explains the reality of unit analysis to be studied is gesture, expression, and costume, level of representation about camera, setting, dialogue, and character, ideology level which is based on the merging of reality level and level of representation on John Fiske's Semiotics.

The method used in this research is qualitative research with constructivist approach. The data collection technique is done by analyzing the film to find out how Mr. Gustave's leadership process is viewed through the shooting taking place in the film so as to know the meaning of leadership that is reflected in the four selected sequences.

Through the theory of John Fiske's television codes researchers divide into three levels: the level of reality of this level of use of the environment as divided by 3 time divided over 1985, 1960, 1932. Strengthening the character centered on the face of Mr. Gustave with emphasis on expression, level of representation In the movie The Grand Budapest Hotel is a feature of visual style that is used repeatedly as a form of identity of the film maker, followed by the color palette difference in 3 time. Ideology Level Ideology Level, The Grand Budapest Hotel has 2 points of view: first is Mounsier Jean as author of The Grand Budapest, and the second point of view is Zero Moustafa as the person who experienced the incident

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**Keyword :** Leadership, Communication, Semiotics, John Fiske