

ABSTRACT

Annisa, Luthfi. 2017. *Cultural Shifting in Remake Film Love You, Love You Not*. Skripsi. Study Program Visual Communication Design. Faculty of Creative Industries School. Telkom University.

This research raises the topic of remake film from different cultures of Thai film into Indonesian film. The cultural shift that occurs in the transcultural adaptation process of the two films is an important point to do research. How the culture in the Thai film is reconstructed into a culture acceptable to local society in Indonesia is a question of this research. The films that became the object of research are Thai film "I Fine, Thank You, Love You" (2014) and Indonesian film "Love You, Love You Not" (2015). This research uses qualitative descriptive method, with research data in the form of visual data, that is the movie screenshot. Then the data is analyzed using discourse analysis by Norman Fairclough in the socio-cultural context. From the results of the research, obtained the conclusion about the comparison of mise en scene visualization of both films are still the same, there is no renewal in it. While the cultural shift that occurs due to the raw adaptation of Thai culture to local culture, resulting in the non-compliance of norms prevailing in Indonesia, especially the norm of decency.

Keywords: *Remake, Cultural Shift, Fairclough Discourse*