

**THE SEMIOTICS ANALYSIS OF ROLAND BARTHES ABOUT
REPRESENTATION OF POTRAIT OF STUDENTS ON MOVIE “DI BALIK
98”**

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ABSTRACT

Film is a work of cultural art, which is a social institution, and mass communication media made based on the rules of cinematography with or without sound and can be displayed. Film is a part of mass communication media. Movies always record or describe the reality of life that continues to grow and develop in people's lives, and then projecting the reality into a screen. This study aims to find out how the struggle of students in the era of orde baru, that is represented through scenes and settings in the movie Di Balik 98. Di Balik 98 is a movie that tells where there was an incident, where the students succeeded in undermining the orde baru and reforming Indonesia at that time. The incident illustrates that at that time a lot of monetary crisis and the number of riots. The focus of this research is on the representation of the portrait of student who struggles on that era, through scenes and settings in the movie Di Balik 98 by using a qualitative descriptive research method and data which have been chosen in analysis by using semiotics approach Roland Barthes. There has been obtained a research result indicating that there is a representation of the ideology of student struggle as the dominant ideology in the film. The ideology of student struggle is implied in the scenes shown in the film and the setting or background used in some scenes in the film. One example in the film is where one student was successfully climbed to the top of the MPR which is a representation of a student glory and the success of students in undermining the orde baru.

Keywords : *film, students, representation, semiotics*