

ABSTRACT

Film is a mass communication media that can provide a message to a large audience. The Coco animated film produced by Pixar's Animation Studio is one of the films about a family value. This film lifts the traditions and culture of Mexico that is the day of the dead (Dia de los Muertos) which is celebrated each year by visiting the cemetery. This de los Muertos festival marks the ninth month of the Aztecs solar calendar. The celebration led by the goddess Mictecacihuatl or "Lady Death" designation for women who will lead the ceremony. Dia de Los Muertos is usually held at Xcaret Park, Cacun, Mexico. In this study wanted to know how the reality of society was constructed into a story. The researcher used the narrative analysis method of Vladimir Propp to analyzed the family value presentation in the Coco film. Based on the results of the research showed that there were 23 narrative functions of 31 narrative functions, 7 characters in narration. The results showed that the film Coco succeeded in displaying the narrative function that there were family values such as the value of togetherness and trust in each family member, and showed that Pixar's Animation Studio helped build reality in Mexico city and made as animated film.

Keywords : Film, Coco, Communication, Family Value, Narrative Analysis, Vladimir Propp.