

ABSTRACT

Film Ada Apa Dengan Cinta is a film drama romance genre that Indonesia which is the work of Rudi Soedjarwo. Ada Apa Dengan Cinta 1 and 2 raised the case containing the elements of politics inserted in a teenage romance drama film. Researchers see a consistency of the producer, Mira Lesmana and Riri Riza, both of which turned out to be a political element to insert in each film sequel which, according to this author is an interesting phenomenon for thorough because of a movie with the theme of romantic drama but it contained political elements. The purpose of this research was to know what political elements in presentasikan in the film, AADC, and to know the meaning of the code regarding the semiotics of political elements in a movie. To achieve the purpose of the study, the researchers used a qualitative approach with an analysis of semiotics John Fiske based television codes are divided into three levels, namely the level of reality, the level of representation and ideology level. The results showed the existence of political elements at level reality through code appearance, costume, movement, way of speech and expression. On the level of representation is shown through the camera code, music, action, conflict and dialogue. On the level of political ideology that terpresentasikan represents the flow of communism, capitalism and democracy.

Keywords: Politics, Film, AADC, Semiotics, John Fiske