

# ***REPRESENTATION OF MEDIA DEPENDENCY IN INCREDIBLES 2 MOVIE***

## ***ABSTRACT***

In the digital era, as now the mass media has an important role in society. The information flow is very fast making us unable to control the information we receive so that without us knowing that information slowly affects the behavior patterns and culture of the community. Too dependent on a media to fulfill life then the impact of the media on life will be great too, it is a media dependency. Researchers see the concept of media dependency represented in the film *Incredibles 2*. Representations of media dependency will be analyzed using the study of Roland Barthes's semiotics which are divided into three stages of meaning namely denotation, connotation, and myth. This study aims to determine how media dependency is represented in the film *Incredibles 2*. Researchers get the results of three stages of meaning, namely denotation, connotation, and myth contained in six scenes. The researcher concludes that the representation of media dependency on *Incredibles 2* is displayed through three stages of meaning seen from the general model of media dependency. The researcher concludes that the representation of media dependence on the film *Incredibles 2* is displayed through three stages of meaning seen from the general model of media dependency.

**Key Word:** Media Dependency, Representation, Film, Semiotic, Roland Barthes