

REPRESENTATION OF RACISM IN THE GREEN BOOK MOVIE (ANALYSIS SEMIOTICS ROLAND BARTHES ABOUT RACISM IN GREEN BOOK MOVIE)

ABSTRACT

Racism is an act that distinguishes people because of differences in a tribe or lineage, belief. Racism is more often seen as an act that distinguishes people from differences in ethnicity and color, in the United States acts of racism often occur, such as the use of words that describe black people like negroes, coons, and eggplants, even an act that is harmful to blacks like the case of Rosa Parks, a black woman in 1955 who was jailed for not giving her chair on the bus to a white person. "Green Book" is a biographical film in 2018 set in 1960 and tells the story of a tour conducted by Don Shirley, a black man in the southern United States where he always gets acts of discrimination during the tour, racism occurs because of white people feel superior to black people. The results of the study using the Roland Barthes semiotics method, there are meanings of denotation, connotation, and myth that are displayed in 8 scenes that represent in this film. Featured in a verbal and nonverbal actions, deeds, and physical appearance against black people in America.

Keywords: Racism, Representation, Film, Semiotics, Roland Barthes's Semiotics, Green Book.