

ABSTRACT

The mass media is something that could not be separated with life at the moment , because the mass media are a source of information , entertainment , and education for the community in these days .But what happens if that the mass media is a means to political and the interests of certain groups ? as well as making the media is not neutral or independent again in broadcast or producing something ?That this will cause social problems due to the community as a consumer of mass media , will receive a not in setting for the benefit of certain groups .And will be the rise of a social criticism , made to fix this problem .In this research , researchers interested to know representation social criticism contained in the documentary “behind frequency” .The research is the qualitative study with the critical analysis techniques that uses a logician John Fiske .

Keywords: Mass Media, Social Criticism, Semiotics, John Fiske