

ABSTRACT

Racism is a conflict caused by racial differences, racism as a form of degrading other groups / races that have differences as minorities. Racism takes the form of treating others differently by providing them based on the concept of race, society or self-thinking, namely gender, religion, language, not sexual orientation, which determine the degree or status of humans in social behavior. These are social discrimination things that couldn't be eradicated until now because most of people feel stronger with what they have. As the technology develop, human knowledge about forms of racism is influenced by the stories that are told in a film. Srawung lan Tetulung is a short film tells about issue of racism in Yogyakarta which displays mutual respect between different ethnic groups. Focus of this research raises the issue of racism which focuses on the behavior of Javanese ethnicity towards ethnic Papuans which raises the prejudice that Papuans living in Yogyakarta have. And then film Srawung and Tetulung contains elements of ethnocentrism. So the film Srawung and Tetulung still shows the stereotype of the results of ethnocentrism in the film. This study uses a qualitative method with a constructivist paradigm and through the semiotic approach of Ferdinand de Saussure which consists of a signifier and signified. This study aims to determine the meaning of markers and markers in scenes, dialogues and settings in the film Srawung lan Tetulung. The results of this study indicate that there are forms of individual racism, ideological racism, reversed racism and ideological racism of ethnocentrism in the four scenes chosen by the researcher.

Keywords: Presentation, Racism, Film, Semiotics Ferdiand De Saussure