

## ABSTRACT

*Apart from being a mass communication media that serves to entertain, films are also considered to have great potential in influencing a wide audience, either in psychological, social, and cultural aspects. Because of the message that conveyed in the film is wrapped in a reconstruction of the reality that are exist in society. This research focuses on how the film Nanti Kita Cerita Untuk Hari Ini (NKCTHI) represents the value of the family as one of the existing realities, especially in the scope of family. To analyze the signs in the NKCTHI film, researchers used Roland Barthes' semiotic approach which included denotative and connotative levels. The results of this research indicate that at the denotative level, family values are represented explicitly through verbal narrative elements such as storylines, dialogue, behavior and actions taken by the actors. While, at the connotative level, family values are represented implicitly through cinematic codes such as time and place settings, character traits, music, lighting and camera techniques.*

***Keywords : representation, film, family values, semiotics, roland barthes***