

Abstract

Film is one of the communication media whose function is not only to provide entertainment but also to deliver messages. Films are also often used as recordings of reality in society, story ideas in films are sourced from phenomena that occur in society. The Football Factory is an example of a film that gives a message about fanaticism. Fanaticism is a behavior or attitude that shows an excessive interest in something. This study aims to describe the representation of fanaticism in the film The Football Factory. The research method used in this study is a qualitative research method with semiotic analysis of Roland Barthes. Roland Barthes divides semiotics into two main aspects, namely connotation and denotation. The results of this analysis show that in The Football Factory the meaning of denotation, connotation, and myth is in accordance with what has been identified through dialogue and gestures in the film The Football Factory. Like the nine scenes that have been analyzed where the characters in the film The Football Factory, namely the fans, show a lot of excessive attitudes or behavior in supporting their proud team in accordance with the principle of fanaticism itself.

Key words : Film, representation, fanaticism , semiotics