

## **ABSTRACT**

*This study discusses the selfish nature in the layangan putus series. This research aims to look at the reality, representations and egotistical ideology that exist in the layangan putus series. The researcher uses qualitative methods to describe the reality, representations and ideologies that exist in the layangan putus series. This research uses John Fiske's semiotic theory. The subjects in this study were 10 scans contained in the series of layangan putus. The results of this study at the level of selfish reality are described by actors who are in a state of wanting to win themselves and themselves. The code representation is shown by taking pictures on the series so that it can display the expressions and facial expressions of the actors. At the representation level, it is shown by taking pictures on the series so that you know the details on the face and the interactions of the characters in the series. At the ideological level, the ego is shown in verbal and non-verbal forms.*

**Keywords: Selfish, Series, Media Text Analysis**