

ABSTRACT

The development of film in the modern era has become a popular entertainment medium in various circles. CGI visuals that contribute to displaying visualizations on movies become more attractive, as well as helping film artists become more flexible in realizing everything that should be seen in frames / mise-en-scenes. This is a benchmark for the popularity of Avengers Endgame 2019 which is a superhero and science-fiction / sci-fi genre, becoming a film work that successfully displays visuals in each scene in giving an impression of signs and deep meanings. The visual role of CGI also helps in making the scenes in Avengers Endgame 2019 become more iconic or distinctive than other films in general. The object of this study was analyzed by qualitative research using analytical descriptive methods, with a semiotic theory approach by Roland Barthes, namely the meaning of denotation, connotations and myths towards mise-en-scene elements including costumes/ costumes, makeup / make-up, setting / setting, acting / acting, and lighting / lighting in one frame. In addition, the CGI visuals in Avengers Endgame will also be analyzed using Roland Barthes' theory. The research data presented will go through the stages of data reduction, data presentation, drawing conclusions, and verification. The results of this study are intended that the role of mise-en-scene and CGI visuals in Avengers Endgame is to find meaning and a characteristic or iconic thing in the film.

Keywords : Analysis, Avengers Endgame, Mise-En-Scene, CGI Visual.