

## **ABSTRACT**

*Amid the advancement of the automotive industry and the growth of families in Indonesia which is growing rapidly. It is an attraction for automotive brands in the country to glance at the family market by presenting family-friendly automotive products, some automotive manufacturers in Indonesia have become the mainstay of families in Indonesia who have generations of tradition. This research reveals the representation of the family and the existence of the family in providing a choice of an automotive brand seen from the film and also depicted in the form of harmony that is reflected in several scenes showing how the family uses Honda and represents it into a movie.*

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*Keywords: Representation, Semiotics, Family, Automotif*