

ABSTRACT

Jojo Rabbit is a Nazi-themed comedy satire film with drama and war genres. Jojo Rabbit won the AFI Award as "Movie Of The Year" in 2020. As one of the mass media, Jojo Rabbit movie represents a unique phenomenon, namely a reality where the Nazis have a fascist rationale in a system of society and government. This is different from the actual reality of life, where the democratic system dominates a system of government and society. This research aims to explain the Nazi reality represented in the Jojo Rabbit movie through John Fiske's three levels of semiotics, namely the reality level code, the representation level and the ideology level. The research method used in this study is a qualitative research method with a critical paradigm and analysis based on John Fiske's semiotics. After conducting research, researchers found six elements that represent the Nazis, namely ultranationalist, racist, totalitarian, fanatic, violence, and lies. The Nazi reality is represented through the characters in Jojo Rabbit Movie. The ideology of fascism is found as the basis of Nazi thinking in a society and government system.

Keywords: Representation, Film, John Fiske Semiotics, Nazis, Fascism.