

Abstract

A social crisis is an event where there is a disruption of the balance in society. The spread of misinformation and disinformation is a public concern. The spread of information is influenced by the development of the internet as new media. The internet is able to reach widely and spread information quickly. The film Don't Look Up 2021 tries to criticize the crisis that occurred by representing the comet as a social crisis. Therefore, this research aims to describe the influence of new media on social crisis in the film Don't Look Up 2021. The method used in this research is interpretative qualitative and uses Ferdinand de Saussure's semiotic analysis to determine the representation of social crisis, through the signifiers and signs of social crisis in this film. The results of this study show that the signifiers of social crisis that appear in the mise en scene in the film Don't Look Up 2021, in the form of social crises related to social and political polarization, as well as misinformation and disinformation that spread through the internet.

Keywords: internet, social crisis, *new media*, semiotics