

ABSTRACT

This research conducted to find out the meaning of semiotics about capitalist values contained in Snowpiercer movie and analyze what are the signs contained in Snowpiercer movie which is related to the value of capitalism from the level of reality, the level of representation and ideological level, which is the part of John Fiske's television codes. The data collecting technique which is use is documentation study, library research and online data searches. The object that being analyzed is Snowpiercer movie, while subjects who is analyzed is the sequence which is contained in Snowpiercer movie by taking four sequences.

Discussion results from the level of reality, the level of representation and the level of ideology in the Snowpiercer movie is the back wagon occupants not get the same treatment with the front wagon group. For the food, the lower clan eat rubbish protein while the bourgeois clan who occupied the front wagon, can enjoy the steak. Their freedom is restricted with not allowed to entrance to the front wagon and forever be in the back wagon. The conclusions of this research is describes a world miniature which is like a train that keeps go around rotating the earth track, wagon becomes a tool to separate and divide between the upper class (the bourgeoisie) with the bottom class (the proletariat).

At the level of reality there is grudges that led to the rebellion conducted by the bottom class because there is no freedom given. Representation level there is another message or meaning behind an act of rebellion. Ideology level is obviously visible that the ideology of capitalism is a value that violates the norms of human life because there are class divisions and power. The researcher gives advice for academic, that the movie can be used as a tool to appreciate the value of life. For readers, each movie has a value of life, be wise in choosing movies.