

ABSTRACT

America is the world's film industry. One of the films produced by America is the Interview. The movie tells Interview a leader of a country that is North Korea, Kim Jong-un. North Korea strongly opposed and criticized the film The Interview of being perceived as an insult to the sovereignty of the country as well as the leadership of Kim Jong-un which is interesting to be appointed into a research.

The purpose of this research is to reveal the meaning of Kim Jong-un's leadership in The Interview movie.

This research used a qualitative methods with John Fiske's semiotic approach. The data analysis technique is done based on the theory advanced by John Fiske namely television codes which are divided into three levels, namely the level of reality, the level of representation and ideology.

From the results of the research, it is concluded that Kim Jong-un was described as an authoritarian leader.

The results of the research showed the reality of authoritarian leadership at the level indicated by the sign in the form of costumes, expressions, and gestures. While the level of representation, authoritarian leadership is shown through the meaning of the sign in the form of a camera, setting, dialogue, and character. The storyline of the Interview movie shows North Korea adheres to the ideology of communism.

Keywords: Leadership, Movie, John Fiske, Semiotic