

**REPRESENTATION OF SOEKARNO'S DEMOCRATIC LEADERSHIP
STYLE IN SOEKARNO FILM**

(Study of John Fiske's Semiotic Analysis in Soekarno's Film)

ABSTRACT

The aims of this research were to find out the representation of Soekarno's leadership style in the Soekarno film. This research focuses on Soekarno's democratic leadership on Soekarno's film with the aim of Soekarno's leadership style in various state activities and how Soekarno made his state decision. This qualitative research uses John Fiske's semiotic approach which is separated in three levels. The level of reality is an event that is signified as reality. The level of representation transmits representational codes that can actualize characters, narratives, actions, dialogs, settings and so on. Ideological level, which is the result of the level of reality and the level of representation organized or categorized into social acceptance and relations by ideological codes, such as individualism, patriarchy, race, class, materialism, capitalism, and so on. From this analysis, leadership styles that occur at levels similar to expression, gesture, appearance, environment and style of speech. At the representation level, it can be seen in characters, dialogs and settings. While at the ideological level, democratic attitudes are seen in each of Soekarno's leadership styles. The results of this study were used to look at Soekarno's leadership style in state activities and at the time of determining the results. This can be seen through expressions, gestures, performances that are supported by character, acting, dialogue and setting.

Keywords : John Fiske's Semiotics, Soekarno's Film, Leadership Style.