

ABSTRACT

*Indonesia is facing the phenomenon of the sandwich generation, which has a double role in financial affairs significantly in three generations at once. Based on the processing of the Data Survei Sosial Ekonomi Nasional (Susenas) March 2022, there are 8.4 million Indonesians (62.71%) belonging to the sandwich generation. This phenomenon is represented through the movie "**Cinta Pertama, Kedua, dan Ketiga**" based on a true story directed by Gina S. Noer.*

This research uses Charles Sanders Peirce's semiotic method which focuses on analyzing the trichotomy of signs which include representamen, object, and interpretant. Each of the three elements has three derivatives, such as the representamen has qualisign, sinsign, and legisign derivatives. The object has icon, index, and symbol parts. The interpretation has rheme, dicsign, and argument which are used to describe different aspects based on more specific dimensions of the triadic elements.

The results show how individuals give meaning to social experiences using the three dimensions of Social Reality Construction Theory (Peter L. Berger), namely externalization, objectivity, and internalization, which are reflected in the film as a representation of social reality, helping researchers understand the complexity of sandwich generation life in the context of Indonesian families. Therefore, the sandwich generation phenomenon needs priority awareness to break the sandwich generation chain that can damage the next generation. The sandwich generation chain can be broken by implementing life limit setting, playing an entrepreneurial role, and increasing educational awareness to change the toxic culture.

Keywords: *Sandwich Generation, Film, Semiotics*