

Abstract

Film as a mass communication medium succeeds in forming public perceptions through the reality construction, build any phenomenons through symbols and structure of meaning. The phenomenon of leadership is always interesting when the source get in touch with political and power issue. *Jodhaa-Akbar* is one of those films that tells about a power of an empire that had triumphed.

This film is about a history of an India Kingdom, touching-romance story of a legendary ruler of the Muslim Mughal empire that ruled India in the 16th century, it's Jalaludin Mohammad Akbar casted by Hrithik Roshan with his Hindu wife, Jodhaa Bai casted by Aishwarya Rai. The marriage between Jodhaa Akbar, who is the daughter of the nation royal Raiput was originally a political marriage for the sake of the alliance between the two kingdoms has transformed into a love story. Berger and Luckman (1990:75), explained that film present the social reality through 3 aspects. Those are externalization, objectivation, and internalization aspect. Through Charles Peirce Semiology, this journal attempt to build the study of leadership through film. Leadership here in the form of contingency leadership that consist of several style, that are instruction, consultation, delegates, and participation.

Key Words: Social Construction of Reality, Peirce Semiology, Contingency Leadership