

ABSTRACT

Clarissa, Adrianna Giovanni. 2016. *The Hedonism Representation on the Characters Gambir and Talyda in The Forbidden Door Movie*. Thesis. Visual Communication Design Studies Program. Faculty of Creative Industries Telkom University, Bandung.

In the Forbidden Door movie, hedonism's concept makes the main character in the film in the position that does not recognize any moral restraints of the society. It because the hedonism's that shown in the movie is also not in the line with the rules or norms that exist in Indonesia. This is a typical example of the form of social deviation in society, raising the question of the representation of hedonism in the Forbidden Door movie. This study focuses on the representation in the Forbidden Door movie especially the two main characters, Gambir and Talyda, which is one part of the film-forming. This study uses the qualitative research methods with a social approach. The data was obtained through the primary data that is Forbidden Door movie, as well as the secondary data were obtained through the books, theses, and website. After that, the analysis performed using semiotic Roland Barthes, the system of the second level of meaning (denotation-connotation). The results of the analysis in this research is the Forbidden Door movie represents hedonism that marked from Gambir and Talyda that are assisted by background, movement, and symbols that associated with social context (social facts) in the film.

Keywords: Forbidden Door Movie, Movie, Representations.