

ABSTRACT

Film is one of the media to deliver messages. Like in the film by Ernest Prakasa, entitled "Cek Toko Sebelah". This film conveys many messages, one of which is about family interactions that are intertwined in Koh Afuk's father and son relationship. There are differences in interactions that occur between Koh Afuk with the first child (Yohan) and second (Erwin), one of which is a self-concept formed in Yohan and Erwin. Koh Afuk saw Yohan as an unreliable person, while Erwin was a person who could be held responsible. In this film there is a conflict that causes Koh Afuk to fall ill and sell his shop. This conflict is caused by the selfishness of one of his children who according to Koh Afuk has a positive self-concept. The author conducted research on the representation of self-concept to see the self-concept of Yohan and Erwin.

This study uses a qualitative research method with John Fiske's semiotic approach, and has a constructivism paradigm. Data collection through the analysis of the film "Cek Toko Sebelah" by sorting out the scene based on three levels of John Fiske namely, the level of reality, the level of representation and the level of ideology. The results of this study show the true self-concept of Yohan and Erwin. Yohan has a positive self-concept and Erwin has a negative self-concept, this is seen from the conversation code and conflict codes that occur in the film. Erwin has a negative self-concept because he does not accept criticism and only thinks of himself to successfully work abroad, while Yohan wants to give up his job to continue the shop. The ideology contained in this film is the individualism found in the character Erwin who is more concerned with self-affairs rather than family.

Keywords: Representation, Self Concept, Family Interaction, Film.