

ABSTRACT

“Dinasti Penagih dari Timur: The Debtfathers” is a documentary film made in Indonesia, this film tells a story about people who work in the debt collection industry in the eastern Indonesia, specifically the Maluku Islands, Seram and Ambon. The work of debt collectors is often discriminated against because of skin color and intimidating looks, but for them it is a small part of the reality of their lives. The figure of debt collectors always haunt customers who have overdue debt and credit interferences. Often times debt collectors embarrass their customers and even forcibly take valuable goods or important assets to pay loan instalments. This study make use of a qualitative method with a critical paradigm with the semiotic analysis technique of John Fiske. The film “Dinasti Penagih Utang dari Timur: The Debtfathers” represents the acts if thuggery in the form of; rough mistreatments from debt collectors when collecting debts from debtors and putting physical and psychological pressure on them.

Keywords: Documentary Film, Thugs, Debt Collector, John Fiske’s Semiotic Analysis.