

ABSTRACT

This study discusses the meaning of motivation, especially the documentary film *The Last Dance* using John Fiske's semiotics method. Motivation based on Maslow's hierarchy of needs coded in the documentary film *The Last Dance* are categorized into three levels of needs, namely social needs, self-esteem needs, and self-actualization needs. The purpose of this study is to determine the meaning of motivation at the level of reality, the level of representation and the level of ideology. This study uses a qualitative method, which is a research approach based on phenomenology and an interpretive paradigm. In this study, the subject used is the Netflix documentary series *The Last Dance*, which consists of 10 episodes. Meanwhile, the objects in this study are signs that contain the meaning of motivation in the documentary film *The Last Dance*. Data collection techniques used are documentation studies, literature studies and online data searches. This study concludes that the level of reality that displays the motivation of social needs in the form of film viewing shows Michael Jordan's relationship with his Chicago Bulls teammates and family. The motivation for self-esteem needs is shown by the appearance and speech of the characters in the film, which focuses more on Air Jordan shoes. Meanwhile, the motivation for self-actualization needs shows Michael Jordan's hard work to practice his basketball skills. Furthermore, the level of representation in *The Last Dance* film, motivational social needs, self-esteem needs, and self-actualization needs are shown by shooting techniques in the form of long shoots, medium shoots, close ups, conversations and backgrounds as well as editing that combines footage and interviews. And the last is the ideological level, the motivation of social needs shows the meaning that the relationships and interactions carried out by Michael Jordan are based on love and feelings of not wanting to be underestimated. The ideology that emphasizes the motivation for self-esteem needs is the popularity of the Air Jordan shoe brand as a form of appreciation from the world community for Michael Jordan's achievements. And the ideology displayed in the motivation for self-actualization needs is Michael Jordan's efforts to always improve and develop his basketball skills.

Kata Kunci : motivation, semiotics, film