

Abstrak

Introduction: This study aims to show how poverty is presented in Indonesian films. Film have become a popular media that is in demand by many people able to represent various problems based on social reality such as materialism, rights, narcissism, social class inequality, sexual violence, poverty faced by ethnic minorities to poor families. Poverty is one of the most frequently portrayed issues in films that are portrayed in various forms that many people sometimes do not realize. Poverty itself is a problem faced by many people and receives attention from various perspectives, making poverty multidimensional. This research seeks to answer how poverty is presented in Indonesian films.

Methods: This research uses qualitative methods with a semiotic text analysis approach, especially Charles Sanders Peirce's semiotics which has a triangle of meaning theory, namely representation, object, and interpretant used to analyze scenes that can represent poverty in Indonesia contained in Indonesian films.

Findings: The result of this study is to show that poverty contained in 19 Indonesian films analyzed using Charles Sanders Peirce semiotics is depicted through various forms, namely: inability to access formal education facilities, health facilities, needs of life, structural poverty, fulfill family's needs, problems access to facilities and infrastructure in remote areas, and urban poverty.

Originality: This study analyzes how poverty is represented in Indonesian films from Peirce's semiotic perspective

Keywords: Indonesian Film, Poverty Representation, Semiotics