

ABSTRACT

Mass media is a tool that cannot be separated from human life. Film is a form of mass communication whose way of conveying a message is audio and visual and describes the reality of human life. More and more films have emerged that have da'wah nuances or Islamic backgrounds in Indonesia. The film has been used as a medium for conveying moral, religious, and social criticism messages. One of the movies that is interesting to study is the film "Makmum". The purpose of this study is to determine the application of Islamic norms in the film "Makmum" by using storyline analysis of the beginning, middle, and end of Todorov's narrative. The research method used is a qualitative research method with narrative analysis by Todorov. The results of this study are the representation of Islamic faith in the storyline of the beginning, middle and end. The conclusion is that in the movie "Makmum" there are scenes that are included in the representation of Islamic faith.

Keywords : *Narrative Analysis; Film; Islamic Faith.*