

ABSTRACT

Wes Anderson's "The Grand Budapest Hotel" has attracted attention due to its prominent use of color, and is considered one of the best color-utilization films of all time. The film's popularity is inseparable from Wes Anderson's reputation as a director known for his cinematography and distinctive color palette in his films. Given the theory that film is a mass communication medium and color is one of the fastest visual communication tools, it is important to examine the effectiveness of color use in this film. This study is crucial to fill the gap in the literature on whether the audience can capture the messages expected by the filmmaker through color and to determine the extent to which color can be an effective communication medium in film. This study uses qualitative methods, namely thematic analysis to understand the message conveyed through color, and a survey to assess the audience's understanding of the message. Communication theory suggests that the effectiveness of communication is measured based on the alignment between the message conveyed and the recipient's understanding of the message. In this context, the filmmaker acts as the sender of the message, while the audience is the recipient of the message. The analysis shows that the use of color in "The Grand Budapest Hotel" aims to divide the film into several time periods of the 1930s, 1960s, and 1980s. The results of the study show that although the audience understands that color divides the film into different parts and time periods, they are not fully aware that color is used to describe certain time periods specifically.

Keywords: *Film, Color, Communication*