

ABSTRACT

This research focuses on analyzing Otto's character in the American film A Man Called Otto which is a drama-comedy genre. The purpose of this study is to analyze Otto's character in depth in terms of actions, words and the development of Otto's character. The research method used in this research is descriptive qualitative method with constructivism paradigm. This research approach uses Roland Barthes semiotics. The results of the research based on Roland Barthes' semiotic analysis, Denotation, Connotation and Myth describe Otto's character as having a positive character development to the people of the surrounding social environment with his sense of caring and illustrates how cultural fusion can be seen from the development of Otto's individualist character who has the principle of living independently on his own, not caring about the feelings of others and not wanting to get help from anyone, being inclined to a culture of collectivism that prioritizes a sense of family.

Keywords: Semiotics, Roland Barthes Semiotics, Character Analysis