ABSTRACT

REPRESENTATION OF THE MOTIVATIONAL MESSAGES ON “NEGERI 5 MENARA” MOVIE

by

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Along with the development of movie product now there is a lot of movies that have value and the message to be conveyed to the audience. One in which the movie has a message is Negeri 5 Menara movie. Negeri 5 Menara movie brings short message but has very strong motivational message through the words "Man Jadda Wajada". The purposes of this study are: 1. To determine representation motivational messages Negeri 5 Menara movie, 2. To determine the nature of motivation, how to motivate, and types of motivation in the Negeri 5 Menara movie. This study uses qualitative descriptive method using hermeneutic analysis. The data analysis technique based on hermeneutic circle method. The hermeneutic circle is divided into two parts, which are the overall understanding and comprehension sections. Representation of the motivational message of this movie can be seen from the messages of motivation in the Negeri 5 Menara movie which represented through the forward storyline with Alif character illustrates efforts in reaching his goal. Besides the representation of motivational messages formed through scenes depicting the process to achieve a success. Motivational messages also represented through dialogue that is a repetition of sentences that contain one sentence motivation "Man Jadda Wajada".

Keywords: Movie, Representation, Motivational Messages