

ABSTRACT

POTRAIT OF COMMUNICATION ETHICS IN FAMILY (Hermeneutics Analysis to Film “*I Not Stupid Too 2*”)

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A potential ethical issues always inherent in any form of interpersonal communication so that communication can be assessed in a right-wrong dimension, involving significant impact on another human being, so communicators consciously choose certain goals to be achieved and the means of communication in order to achieve the goal. *I Not Stupid Too 2* is one of the Singapore film in 2006 which is a sequel *I Not Stupid*. This film shows the problems of poor communication between parents and children.

This study uses The Hermeneutics Theory through the over all understanding and comprehension persection. Understanding of the process by using The Hermeneutics Theory is done by observing each scene by scene (visual) by looking at the proksemics aspect (distance/space), facial expressions and gestures. While the observations through dialogue, can be examined by looking at the structure of the language used in the film.

Based on the observations that have been made, then the two patterns obtained in this study are: Communication Ethics Parents to Children an Communication Ethics Children to Parents. The Communication Ethics framed by modern culture in Singapore. So the Model Ethics in Family Communication on film *I Not Stupid Too 2* includes two patterns mentioned above. Singapore's modern culture was so individualistic society that parents spend more time outside the home to work rather than spend the time together and establish good communication with family members.

Keywords: Ethics, Communication, Family.