Abstract

PORTRAIT OF BEHAVIOR OF CORRUPTION IN KITA VERSUS KORUPSI (KvsK) FILM, AS ANTI-CORRUPTION CAMPAIGN MEDIA

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The purpose of this research is: 1 Knowing and explaining the elements of corruption in the movie We versus Corruption (Kita versus Korupsi KvsK), 2. Knowing and explaining Type Campaign, Campaign Characteristics and Campaign Goal contained in the film We versus Corruption (Kita versus Korupsi KvsK). This study uses the theory of hermeneutics. Films (Kita versus Korupsi KvsK) manufactured with omnibus concept, the concept of the development is currently writhing in Indonesian film world. Four movies in it is an anthology of the best stories contest held before the Commission. Four of four short films directed by four different stories. However, all are in the same tangle of red thread: we fight corruption. The main purpose of making this film as a medium that is an anti-corruption campaign was initiated in part by the KPK (Corruption Eradication Commission). 4 (four) inside the movie title is: Films First Home Case (Ruman Perkara), was produced by Emil Heradi. The second film I am into you (Aku Padamu), was produced by Lasya F Susatyo. Third movie good afternoon Risa (Selamat Siang, Risa), directed by Ine Febriyanti. Fourth Film Psst .. Do not Tell anyone (Psst.. Jangan Bilang Siapa-siapa) directed by Chairunnisa every single movies telling us about little corruption in society.

Keywords: Behavior Corruption and Anti-Corruption Campaign