

ABSTRAK

REPRESENTASI PENYANDANG DISABILITAS DALAM FILM (Analisis Semiotika Barthes dalam Film Serial Animasi “Nussa dan Rara”)

Oleh

KIKI NOVILIA

Representasi penyandang disabilitas di media seringkali mengarah pada stereotip negatif. Mulai dari orang yang hidupnya menyedihkan, patut dikasihani, objek kekerasan, orang yang kejam dan menyedihkan, misterius dan mengancam, memiliki kekuatan super dan ajaib, objek lelucon, musuh terburuk orang normal, beban sosial, berkelainan seksual, dan terasing dari masyarakat (Hunt, dalam Niyu, 2017: 51). Padahal, tidak semua penyandang disabilitas persis seperti stereotip tersebut. Penelitian ini akan menjelaskan bagaimana penyandang disabilitas direpresentasikan dalam film serial animasi “Nussa dan Rara”. Film serial animasi keluarga tersebut mampu mengubah stereotip negatif tersebut menjadi positif. Metode yang digunakan dalam penelitian ini adalah semiotika Roland Barthes. Hasil penelitian ini menunjukkan bahwa penyandang disabilitas dalam film serial animasi “Nussa dan Rara” merujuk pada representasi yang positif; pandai ilmu agama, kakak yang baik, berpartisipasi aktif di masyarakat, diterima dengan baik di masyarakat dan penyayang binatang.

Kata kunci : Representasi, penyandang disabilitas, film, “Nussa dan Rara”, semiotika Barthes.

ABSTRACT

REPRESENTATIONS OF PEOPLE WITH DISABILITIES IN FILM (Barthes's Semiotic Analysis in The Animated Film Series "Nussa Dan Rara")

Oleh

KIKI NOVILIA

Representations of people with disabilities on media often lead to negative stereotypes. Ranging from people whose lives are pathetic, pitiful, the object of violence, cruel, mysterious and threatening, having superpower and magic, joke object, the worst enemies of normal people, social burdens, sexual disorders, and alienating from society (Hunt, in Niyu 2017: 51). Although not all people with disabilities were exactly like those stereotypes. The research would explain how people with disabilities were presented in the animated film series "Nussa dan Rara". The film was able to change the negative stereotypes into positive ones. The method used in this research was Roland Barthes's semiotics. The results of this research showed that people with disabilities in the animated series "Nussa dan Rara" referred to positive representation, who was proficient in religious knowledge, good brother, open-minded, actively participating in society, and caring about animals.

Keywords : Representation, disabilities, film, Barthes's semiotics, "Nussa dan Rara".