**ABSTRAK**

**CYBERBULLYING DALAM MEDIA POPULER (ANALISIS SEMIOTIKA JOHN FISKE TERHADAP FILM "BUDI PEKERTI")**

**Oleh**

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Film sebagai media massa memiliki peran penting dalam menyampaikan pesan kepada masyarakat melalui bentuk hiburan. Kajian terhadap film penting dilakukan untuk memahami bagaimana media film berperan dalam membentuk persepsi publik tentang isu sosial. Salah satu isu sosial yang kerap diangkat dalam film adalah fenomena *cyberbullying*. Salah satu film yang membahas isu *cyberbullying* dan dipilih untuk menjadi objek penelitian adalah film "Budi pekerti". Penelitian ini bertujuan untuk mengetahui representasi *cyberbullying* di dalam film Budi Pekerti melalui analisis semiotika John Fiske. Metode penelitian yang digunakan yaitu metode penelitian deskriptif kualitatif. Berdasarkan hasil penelitian diketahui bahwa representasi *cyberbullying* dalam film "Budi Pekerti" direpresentasikan melalui berbagai bentuk tindakan serangan digital yang termasuk ke dalam *cyberbullying* jenis *flaming* dan *denigration*. Representasi *cyberbullying* disajikan secara visual melalui berbagai kode yang dilakukan, yaitu kode lingkungan, perilaku, cara berbicara, ekspresi, gestur, teknik kamera, pencahayaan, suara *backsound*, editing, narasi, hingga konflik. Melalui penggunaan teknik sinematografi yang cermat, *cyberbullying* dalam film ini dikonstruksi sebagai fenomena sosial yang kompleks dan memiliki dampak mendalam terhadap kehidupan korban. Film ini berhasil menggambarkan bagaimana media sosial dapat menjadi wadah penyebaran kebencian yang masif, sekaligus mengajak penonton untuk lebih bijak dalam bermedia sosial dan memahami konsekuensi dari tindakan mereka di dunia digital.

**Kata Kunci:** *Cyberbullying¸ Film, Semiotika*

*ABSTRACT*

*CYBERBULLYING IN POPULAR MEDIA (JOHN FISKE SEMIOTIC ANALYSIS OF THE FILM 'BUDI PEKERTI')*

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*Film as a mass media has an important role in conveying messages to the public through entertainment. The study of films is important to understand how film media plays a role in shaping public perceptions of social issues. One of the social issues that is often raised in movies is the phenomenon of cyberbullying. One of the movies that discusses the issue of cyberbullying and was chosen to be the object of research is the movie "Budi pekerti". This research aims to find out the representation of cyberbullying in the Budi Pekerti movie through John Fiske's semiotic analysis. The research method used is descriptive qualitative research method. Based on the results of the research, it is known that the representation of cyberbullying in the movie "Budi Pekerti" is represented through various forms of digital attacks that are included in the flaming and denigration types of cyberbullying. The representation of cyberbullying is presented visually through various codes, namely environmental codes, behavior, manner of speaking, expressions, gestures, camera techniques, lighting, sound backsound, editing, narration, and conflict. Through the careful use of cinematographic techniques, cyberbullying in this film is constructed as a complex social phenomenon that has a profound impact on the lives of victims. The movie successfully illustrates how social media can be a platform for the massive spread of hatred, while inviting the audience to be wiser in social media and understand the consequences of their actions in the digital world.*

*Keywords: Cyberbullying, Film, Semiotics*