

## **SEMIOTIC ANALYSIS OF LOVE REPRESENTATION IN ADA APA DENGAN CINTA 2 FILM**

**Elka Anakotta**  
STAKPN Ambon  
*anakottaelka@gmail.com*

### **ABSTRACT**

*The social issues can be communicated through a film since it is one form of mass media and the story represent in the film depart from a phenomenon surrounding human area, especially love. Ada Apa Dengan Cinta 2 was a continuing film from Ada Apa dengan Cinta 1 in 2002. This film was one of generator for Indonesia film which collapsed that time. The audience has to waiting for almost 14 years to watching the continuing of Ada Apa dengan Cinta 1 in Ada Apa dengan Cinta 2. The audience disturb with what happen with Rangga and Cinta relationship as a teenagers. The purpose of this research is to identify the symbol or represent of love. This research uses a paradigm of constructivist research that rejects positivism view which occupies the separation between subject and object in research. By using this paradigm, the subject becomes a central factor in its social relationships in creating meaning. The analysis used is to dismantle and discover the meaning contained in the utterance of action. In this paradigm, this research lays the entire construct of research on qualitative research. This research presupposes the involvement of research subjects such as behavior, perception, motivation and actions holistically and with the help of semiotics Roland Barthes to facilitate the research related to the problem under study which is the representation of love in the movie Ada Apa dengan Cinta 2. The object of the study is the Ada Apa film with Love 2 by mapping out dialogs and images in three levels based on Barthes's semiotics: (1) Denotation: the most obvious meaning of the sign; (2) Connotation: the interaction between the sign that meets the feelings or emotions of the audience and its culture; (3) 3. Myth: the pattern of the dimensions of markers, omens and signs that weave a meaningful connection. This study uses two types of data, namely primary data and secondary data. Primary data is the film Ada Apa dengan Cinta 2 (based on scene fragment, dialogue and image display), while secondary data obtained from literature study to deepen the data related to the issues discussed is the representation of love.*

**Keywords:** *Semiotic analysis, love, representation*

### **INTRODUCTION**

Love becomes the ultimate necessity of the fully-fledged human being in the higher levels of human life such as intellectual and spiritual. If the need for love has been exceeded then man is considered to be able to reach the ideals or higher values.<sup>1</sup> Thus love becomes a necessity of man in actualizing himself towards others. Later, love found various dynamics of life gets a picture in various forms, including movie. Most of the emerging and selling movies are love themed movies. In its form as a work of art, the movie contains a specific purpose and message to be conveyed to the audience. The purpose and the message is in a large part got the formation of love. The response from a large audience to the movie was so high. How the ideology of love is so fascinating to many audience, that this theme eventually becomes so selling. The transformation of human real life into the screen reveals the values that exist and becomes part of society. These values are so attractive to be consumed in the form of movies.

The success of teenage film “Ada Apa dengan Cinta 1” (AADC 1) in 2002 was able to influence the daily pop culture of the generation who was watching it. In the end of story, the main character or actor Rangga and Cinta split up at Soekarno-Hatta airport Jakarta as if bewitching the

<sup>1</sup>Comparing with the five basic needs of Abraham Maslow (in Motivation and Personality, 1970), where the first needs relate to physiological needs, then the need for security, the third is the need for love, then man can achieve the need for self-esteem and able to actualize himself. This need is described hastily by Maslow so that before reaching a peak in self-act, man must fulfill his basic needs including the need for love or love.