

RASISME DALAM FILM TINKERBELL
(Studi Semiotika Terhadap Isu Rasisme dalam Film Tinkerbell)

SKRIPSI

Untuk Memenuhi Sebagian Persyaratan Mencapai Derajat Sarjana (S1)
Pada Program Studi Ilmu Komunikasi
Fakultas ISIP Universitas Atma Jaya Yogyakarta



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PROGRAM STUDI ILMU KOMUNIKASI
FAKULTAS ILMU SOSIAL DAN ILMU POLITIK
UNIVERSITAS ATMA JAYA YOGYAKARTA

2010

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Rasisme dalam Film Tinkerbell

(Studi Semiotika Terhadap Isu Rasisme dalam Film Tinkerbell)

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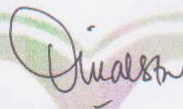
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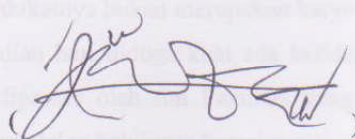
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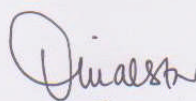
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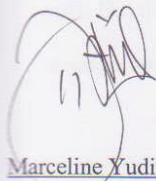
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ABSTRACT

The purpose of this study is to see how racism issue is stretched out in a new Disney movie released in late 2008, Tinkerbell. Semiotics by Charles Sanders Pierce will examine how the signs within the text would articulate the hidden power relations. Commonly media products such as movies, when being under research, will be related to the nearest political event. Tinkerbell was released at the end of 2008, during America's last president election. Thus, it could be related that the movie was a little part of a political propaganda about the superiority of America and their ability to be the leader among other big countries.

In the other hand, later in the analysis, it will be mapped clearly how powerful remaining countries will be illustrated in each characters, including their power relations. As Disney is a big controversial media producent under the flag of American liberalism, there shall be questioned whether the movie will represent race equalism, or rather be like common American media products: using racism ideologically to gain profit.

By then, the audience of the movie is supposed to be children especially little girls. But this research shall prove that Tinkerbell is no ordinary movie. The true racism message under the movie text messages shall be skinned one by one in this paper work.

Halaman Persembahan

- ♥ The Pantocrator: for every single gift since the day He created me.
- ♥ My lovely family: Mum, Dad, Olivia and Angel. Couldn't have done it without you.
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