

REPRESENTASI KEGIATAN HUMAS DALAM FILM *THE QUEEN*

(ANALISIS SEMIOTIKA ROLAND BARTHES)

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Abstrak

Judul penelitian ini adalah “Representasi Kegiatan Humas Dalam Film *The Queen* (Analisis Semiotika Roland Barthes)”. Tujuan dari penelitian ini adalah untuk mengungkapkan representasi nilai-nilai kehumasan dan penggambaran praktik kerja humas yang baik didalam film *the Queen* serta membuktikan bahwa karya seni film bisa juga dijadikan alternatif media pembelajaran. Penelitian ini menggunakan metode peneltian interpretatif kualitatif dan menggunakan pendekatan semiotika Roland Barthes. Metode pengumpulan data pada penelitian ini dibagi menjadi dua jenis yakni data primer dan data sekunder, data primer berupa adegan dalam film *the Queen* yang diseleksi menjadi tiga belas unit analisis dan data sekundernya berupa studi literatur serta wawancara bila dibutuhkan. Data-data yang terkumpul akan dianalisis makna denotasi, konotasi dan mitosnya menggunakan pendekatan semiotika Roland Barthes. Setelah didapatkan makna denotatif dan konotatifnya penulis menganalisis perepresentasian kegiatan humasnya dengan menyelaraskan pemaknaan yang sudah didapat dengan fungsi-fungsi, peran-peran, serta nilai-nilai kehumasan. Dalam penelitian ini penulis menemukan enam peranan humas yang dilakukan Tony Blair yakni *Expert Prescriber*/penasihat ahli, teknisi komunikasi, fasilitator komunikasi, fasilitator dalam proses pemecahan masalah, mengevaluasi opini publik, dan mengelola keadaan darurat, , serta tiga fungsi humas antara lain manajemen isu, *Press Agentri*, dan juga *hubungan internal*. Penulis juga menemukan tiga nilai kehumasan yaitu nilai keahlian (*expertis*), Loyalitas (*Loyalty*), dan Advokasi (*Advocacy*).

Kata Kunci: Representasi, Humas, Film, Semiotika Roland Barthes.

**REPRESENTATION OF PUBLIC RELATIONS ACTIVITIES IN THE
FILM OF THE QUEEN
(ROLAND BARTHES SEMIOTIC ANALYSIS)**

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Abstract

The title of this research is "Representation of Public Relations Activities in The Film of the Queen (Roland Barthes Semiotic Analysis)". The purpose of this study is to reveal the representation of public relations values and the depiction of good public relations practice in the film of The Queen and prove that film artwork can also be an alternative learning media. This study uses a qualitative interpretative research method and uses Roland Barthes's semiotic approach. Data collection methods in this study are divided into two types namely primary data and secondary data, primary data in the form of scenes in the film Queen are selected into thirteen units of analysis and secondary data in the form of literature studies and interviews if needed. The collected data will be analyzed the meaning of denotation, connotation and myth using the Roland Barthes semiotic approach. After the denotative and connotative meanings are obtained, the writer analyzes the representation of his public relations activities by aligning the meanings that have been obtained with the functions, roles, and values of public relations. In this study the authors found six public relations roles undertaken by Tony Blair, namely Expert Prescriber / expert advisor, communication technician, communication facilitator, facilitator in the problem solving process, evaluating public opinion, and managing emergencies, as well as three public relations functions including issue management, Press Agentri, and also internal relations. The author also found three public relations values, namely the value of expertise, Loyalty, and Advocacy.

Keywords: *Representation, Public Relations, Film, Roland Barthes Semiotics*