

PELESTARIAN BUDAYA BATAK MELALUI FILM NGERI-NGERI SEDAP
(Semiotika Charles Sanders Peirce)

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ABSTRAK

Film Ngeri-ngeris Sedap dipilih penulis karena menonjolkan beberapa adegan pelestarian budaya Batak. Pelestarian budaya batak diangkat menjadi tema dalam skripsi ini karena ingin memberikan pengetahuan baru mengenai budaya Batak yang dituangkan kedalam sebuah film. Representasi pelestarian budaya batak yang terkandung dalam film Ngeri-ngeris Sedap yang berdurasi 1 jam 53 menit. Tujuan untuk mengetahui pelestarian budaya Batak yang direpresentasikan dalam film Ngeri-ngeris Sedap. Penelitian pendekatan kualitatif dengan analisis semiotika Charles Sanders Peirce. Peirce mengategorikan triangle meaning (segitiga makna) yang terdiri dari tiga elemen utama yaitu tanda, objek, dan interpretant. Peneliti melakukan analisis terhadap scene atau adegan yang berhubungan dengan pelestarian budaya Batak. Hasil penelitian ini menunjukkan bahwa film Ngeri-ngeris Sedap mengandung pelestarian budaya Batak yaitu merantau, sulang-sulang Pahompu, menikah dengan orang Batak, dan anak bungsu menjadi pewaris.

Kata kunci: Pelestarian Budaya Batak, Semiotika, Representasi

BATAK CULTURE PRESERVATION THROUGH HORRIBLE FILMS
(Semiotics Charles Sanders Peirce)

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ABSTRACT

The film was chosen by the writer because it highlights several scenes of Batak cultural preservation. Preservation of Batak culture is the theme of this thesis because it wants to provide new knowledge about Batak culture which is poured into a film. The representation of the preservation of Batak culture is contained in the 1 hour 53 minute horror film. The research objective that the author wants to achieve in this study is to find out the preservation of Batak culture represented in the film *Ngeri-nger Sedap*. This study uses a qualitative approach using Charles Sanders Peirce's semiotic analysis. Peirce categorizes triangle meaning which consists of three main elements, namely sign, object and interpretant. Researchers conducted an analysis of scenes or scenes related to the preservation of Batak culture. The results of this study indicate that the film *Ngeri-nger Sedap* contains the preservation of Batak culture, namely wandering, toasting Pahompu, marrying a Batak person, and the youngest child becoming the heir.

Keyword: preservation of Batak culture, semiotics, representation