

**REPRESENTASI PERILAKU *BODY SHAMING* DALAM FILM
“IMPERFECT THE SERIES (SEASON 1)” (ANALISIS SEMIOTIKA
CHARLES SANDERS PEIRCE)**

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ABSTRAK

Penelitian ini bertujuan untuk menganalisa representasi perilaku *body shaming* dalam film “Imperfect The Series (Season 1)” dengan menggunakan analisa Semiotika Charles Sanders Peirce. Metode penelitian yang digunakan adalah kualitatif deskriptif dengan menggunakan paradigma konstruktivisme. Teknik pengumpulan data menggunakan wawancara semi terstruktur, observasi non partisipasi, dokumentasi, serta studi literatur atau jurnal kepustakaan. Teknis analisa data yang digunakan adalah analisa model Miles dan Huberman yang terdiri dari tiga urutan yakni tahap reduksi data, penyajian data, dan kesimpulan atau verifikasi. Hasil akhir penelitian ini menjelaskan bahwa film “Imperfect The Series (Season 1) terdapat 15 *scene* yang termasuk dalam perilaku *body shaming* dan berkaitan erat dengan Semiotika Charles Sanders Peirce. Seluruh bagian dari *scene* film tersebut menunjukkan representasi *body shaming* yang terlihat dari ucapan, gerakan tubuh, ekspresi dan tanda lainnya yang menunjukkan terjadinya tindakan *body shaming*. Seluruh bagian *scene* juga dikaitkan dengan Konsep-Konsep *Body Shaming*, antara lain Tindakan *Body Shaming*, Jenis-Jenis *Body Shaming*, Aspek-Aspek *Body Shaming*, dan Dampak Terjadinya *Body Shaming*. Peneliti juga menggunakan konsep makna segitiga “*Triangle Meaning*” yang terdapat pada Semiotika Charles Sanders Peirce yakni antara lain *Representament* (terdiri dari *Qualisign, Sinsign, Legisign*), *Object* (terdiri dari *Icon, Index, Symbol*), serta *Interpretant* (terdiri dari *Rheme, Dicisign, Argument*). Hal tersebut dikaitkan dengan film “Imperfect The Series (Season 1)” untuk membuktikan bahwa terdapat perilaku *body shaming* dalam setiap *scene* tersebut.

Kata kunci : Analisis Semiotika Charles Sanders Peirce, Film, Imperfect The Series, Perilaku *Body Shaming*, Representasi (Season 1)

**REPRESENTATION OF BODY SHAMING BEHAVIOUR IN “IMPERFECT
THE SERIES (SEASON 1)” (CHARLES SANDERS PEIRCE SEMIOTIC
ANALYSIS)**

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ABSTRACT

This research aims to analyse the representation of body shaming behaviour in the film "Imperfect The Series (Season 1)" using Charles Sanders Peirce's Semiotic analysis. The research method used is descriptive qualitative using the constructivism paradigm. The data collection technique used semi-structured interviews, non-participatory observation, documentation, and literature study or library journals. The data analysis technique used is the analysis of the Miles and Huberman model which consists of three sequences, namely the data reduction stage, data presentation, and conclusions or verification. The final results of this study explain that the film "Imperfect The Series (Season 1) there are 15 scenes that are included in body shaming behaviour and are closely related to Charles Sanders Peirce Semiotics. All parts of the film scenes show representations of body shaming that can be seen from speech, body movements, expressions and other signs that indicate the occurrence of body shaming. All parts of the scene are also associated with Body Shaming Concepts, including Acts of Body Shaming, Types of Body Shaming, Aspects of Body Shaming, and the Impact of Body Shaming. The researcher also uses the concept of "Triangle Meaning" found in Charles Sanders Peirce's Semiotics, which includes Representament (consisting of Qualisign, Sinsign, Legisign), Object (consisting of Icon, Index, Symbol), and Interpretant (consisting of Rheme, Dicsign, Argument). It is associated with the film "Imperfect The Series (Season 1)" to prove that there is body shaming behaviour in each scene.

Keywords : *Body Shaming Behaviour, Charles Sanders Peirce Semiotic Analysis, Film, Imperfect The Series (Season 1), Representation*