

REPRESENTASI PERUBAHAN KEPRIBADIAN SHOYA ISHIDA DALAM FILM *A SILENT VOICE* (ANALISIS SEMIOTIKA CHARLES SANDERS PEIRCE)

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ABSTRAK

Kepribadian individu dapat berubah seiring pengalaman hidup, baik melalui interaksi sosial maupun pergolakan emosional. Film *A Silent Voice* menggambarkan dinamika ini melalui tokoh Shoya Ishida yang mengalami perubahan kepribadian signifikan akibat kecemasan sosial dan rasa bersalah masa lalu. Penelitian ini bertujuan mengetahui representasi perubahan kepribadian Shoya Ishida melalui analisis semiotika Charles Sanders Peirce. Menggunakan metode kualitatif deskriptif, teknik pengumpulan data dilakukan melalui observasi dokumentasi dan studi pustaka. Data primer diperoleh dari rekaman film, sementara data sekunder dari jurnal, artikel ilmiah, dan buku teori relevan. Sebelas unit analisis dikaji menggunakan tiga elemen triadik Peirce (*representamen*, *object*, *interpretant*) yang dikorelasikan dengan delapan faktor perubahan kepribadian Elizabeth Hurlock. Hasil penelitian menunjukkan bahwa transformasi Shoya paling dominan direpresentasikan melalui tiga faktor: *changes in the self concept*, *strong motivation*, dan *changes in roles*. Ketiga faktor saling berkaitan dan ditampilkan lewat simbol visual, dialog, serta bahasa tubuh, salah satunya dinamika simbol pembatas X pada wajah para tokoh yang menggambarkan transisi Shoya dari fase kehancuran identitas menuju penerimaan diri serta pemulihan hubungan sosial. Keseluruhan tanda mengonfirmasi bahwa perbaikan pandangan diri, motivasi internal, dan pergeseran peran mampu bersinergi mengubah kepribadian individu.

Kata kunci: Perubahan Kepribadian, Shoya Ishida, Semiotika Charles Sanders Peirce, Film *A Silent Voice*.

**REPRESENTATION OF SHOYA ISHIDA'S PERSONALITY CHANGES IN
THE FILM A SILENT VOICE (A SEMIOTIC ANALYSIS OF CHARLES
SANDERS PEIRCE)**

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ABSTRACT

An individual's personality can change along with life experiences, both through social interactions and emotional upheaval. The film A Silent Voice depicts this dynamic through the character of Shoya Ishida, who experiences significant personality changes due to social anxiety and past guilt. This study aims to determine the representation of Shoya Ishida's personality changes through Charles Sanders Peirce's semiotic analysis. Using a descriptive qualitative method, data collection techniques were carried out through observation, documentation and literature studies. Primary data were obtained from film recordings, while secondary data were from journals, scientific articles, and relevant theoretical books. Eleven units of analysis were examined using Peirce's three triadic elements (representamen, object, interpretant) which were correlated with Elizabeth Hurlock's eight factors of personality change. The results showed that Shoya's transformation was most dominantly represented through three factors: changes in the self-concept, strong motivation, and changes in roles. These three factors are interrelated and displayed through visual symbols, dialogue, and body language, one of which is the dynamics of the X-shaped boundary symbol on the characters' faces, which depicts Shoya's transition from a phase of identity destruction to self-acceptance and social relationship restoration. All the signs confirm that improved self-perception, internal motivation, and role shifts can synergistically change an individual's personality.

Keywords: *Personality Change, Shoya Ishida, Charles Sanders Peirce's Semiotics, A Silent Voice.*