

ABSTRACT

Hidayati, Tutik Nur. 2021. Representation of Madurese Culture in Film *Semesta Mendukung* Directed by John De Rantau. Thesis, English Department, Faculty of Letters and Philosophy of Panca Marga University. The advisors are (1) Sri Andayani S.S., M.Hum and (2) Indra Tjahyadi S.S., M.Hum.

This research is about Madurese culture which is in film *Semesta Mendukung*. Madura has a diverse culture that exists because of the customs of the Madurese community which over time begins to fade due to the increasingly advanced era. Therefore, this research has two objectives, namely, to find out the meaning of sign and the representation of Madurese culture in film *Semesta Mendukung*. The scope of this research is cultural studies that use semiotic theory by Charles Sanders Peirce. The limitation of this research is the pictures and the dialogues that show the cultures of Madurese society.

This study uses semiotic theory with Charles Sanders Peirce's semiotic model, namely the triadic model or triangle meaning consist of representant, object, and interpretant. The three things will continue to be connected, continuous and infinite, and it is called infinite semiosis. This research also includes other thesis which has the same object, topic, and theory.

This research uses qualitative method. This study uses textual analysis based on the type of qualitative method selected. Therefore, to complete this research, there are data that are divided into two, namely primary data and secondary data. Primary data consist of pictures and dialogues from film *Semesta Mendukung* as data source and secondary data is the data from some books, thesis, and journals.

This research have two results, first, the meaning of sign of Madurese culture in film *Semesta Mendukung*, consists of the meaning *kerapan sapeh* as a sign, the meaning of Madurese traditional clothes as a sign, the meaning of legacy of the ancestor as a sign, the meaning of straightforward and spontaneous nature of Madurese as a sign and the meaning of religious system as a sign. Second, the representation of Madurese culture in film *Semesta Mendukung* that shows the Madurese community has three main things that serve as their identity. It consists of representation of their culture as a strong people, as an egalitarian people, and as a religious people. Strong people show their nature who do not give up easily and hard workers. Egalitarian people show the open nature of them. Religious people show their nature who are obedient to the religion they believe in, namely Islam.

Keywords: Culture, Film, Madura, *Semesta Mendukung*