

ABSTRAK

Rindy Oktobian Fellasmin. NPM. 41153035140036 . Representasi Film James Bond 007 *Quantum Of Solace*. Studi Analisa Semiotika pada Penonton Film James Bond 007 *Quantum Of Solace* di Bandung dalam Pendekatan Roland Barthes. Dosen Pembimbing: Wa Ode Nurul Yani, Dra., M.Si. dan Riefky Krisnayana, S.Sos., M.Sn.

Penelitian ini bertujuan untuk mengetahui Konstruksi Makna Film James Bond 007 *Quantum Of Solace* di Bandung.

Penelitian ini menggunakan metode penelitian kuantitatif, dengan paradigm penelitian konstruktivisme, dan penelitian studi interaksi simbolik. Subyek penelitiannya adalah para penonton bioskop di Bandung. Proses pengumpulan data diperoleh melalui wawancara mendalam dan pengamatan peran serta terhadap informan, sedangkan untuk data penunjang diperoleh melalui studi dokumentasi hasil penelitian sebelumnya, dan studi literature lainnya.

Hasil penelitian menunjukkan bahwa melalui perbincangan di area kampus Unisba dan di rumah seorang Ahli Seni. Makna Konstruksi film James Bond 007 *Quantum Of Solace*, James Bond Agen 007 merupakan inteligen atau detektif dengan karakter utama dan protagonis dari agen rahasia Inggris (*Secret Intelligent Service*) disingkat SIS sebagai *bodyguard* MI6. Bond kini, tidak lagi selalu dimanja oleh peralatan canggih. Bond sama sekali tidak dibuatkan kendaraan khusus, Bond harus bertarung dengan mengendarai mobil, motor, boat dan pesawat tanpa merek. James Bond jaman dulu yang flamboyan dan cenderung playboy, kini tidak lagi mengesankan itu. Bond yang tetap hebat, tangguh dan handal, kini tidak terlalu peduli pada penampilan lagi, tetapi tampak lebih maskulin, berani, tidak sabar, kotor, pekerja keras, keringetan dan juga terkesan ceroboh, dan sedikit adegan seks.

Kata Kunci: Film James Bond 007, *Quantum Of Solace*, Analisa Semiotika

ABSTRACT

Rindy Oktobian Fellasmin. NPM. 41,153,035,140,036. Refresentasi Movies James Bond 007 Quantum Of Solace. Semiotics Analysis Study on Film Audience James Bond 007 Quantum Of Solace in Bandung in Roland Barthes's approach. Supervisor: Wa Ode Nurul Yani, Dra., M.Sc. and Riefky Krisnayana, S. Sos., M.Sn.

This study aims to determine Construction Meaning James Bond 007 movie Quantum Of Solace in Bandung.

This study used quantitative research methods, the research paradigm constructivism, and research studies symbolic interaction. The subject of the study was the moviegoers in Bandung. The process of collecting data obtained through in-depth interviews and observations as well as the role of the informant, while supporting data obtained through documentation study results of previous studies, and other literature studies.

The results showed that through the discussions at the campus area Unisba and at the home of an art expert. Construction of meaning James Bond 007 movie Quantum Of Solace, James Bond Agent 007 is an intelligence or detective with the main character and protagonist of the British secret agent (Secret Intelligent Service) abbreviated SIS as a bodyguard MI6. Bond now, is no longer always spoiled by the advanced equipment. Bond did not made a special vehicle, Bond must fight with driving a car, motorcycle, boat and plane without a brand. James Bond era was flamboyant and tend playboy, is no longer impressive. Bond is still a great, strong and reliable, now is not too concerned with the appearance again, but seemed more masculine, brave, impatient, dirty, hard work, sweat and also impressed sloppy, and a little sex scene.

Keyword: 007 James Bond film, Quantum Of Solace, Semiotics Analysis