

ABSTRAK

Rama Mujaddid Innayatullah. 41153030120028. Makna *Phatic Communication* Andhika Pratama Di Acara Inbox SCTV. Studi Analisis Semiotika pada Mahasiswa Universitas Langlangbuana dalam Pendekatan Roland Barthes. Dosen Pembimbing: R. Indriyati Kamil, S.IP., M.Si. dan Rannie Dyah K Rachaju, S.Sos.,M.Si.

Penelitian ini bertujuan untuk mengetahui Makna *Phatic Communication* Andhika Pratama Di Acara Inbox SCTV pada Mahasiswa Universitas Langlangbuana dalam Pendekatan Roland Barthes..

Penelitian ini menggunakan metode penelitian kualitatif, dengan paradigma penelitian konstruktivisme, dan pendekatan penelitian studi analisis semiotika. Subyek penelitiannya adalah mahasiswa Universitas Langlangbuana yang ditentukan secara purposive berdasarkan pertimbangan peneliti dengan tujuan tertentu.. 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 literatur lainnya, serta wawancara dengan pihak terkait.

Hasil penelitian menunjukkan bahwa Makna *phatic communication* Andika Pratama adalah komunikasi non verbal yang bermakna denotasi konotasi dan mitos seperti gaya rambutnya Andhika Pratama rapi bermodel cepak terkesan tidak ketinggalan jaman, gaya pakaiannya Andhika Pratama bermodel kemeja pendek terlihat santai, gaya sepatunya Andhika Pratama bermodel kets *simple*, gaya aksesorisnya Andhika Pratama topi kacamata dan jam tangan, ekspresi Andhika Pratama ketika tampil di layar televisi ceria bisa mencairkan suasana menjadi lebih seru dan asik, kemudian *gesture* nya Andhika Pratama ketika tampil di layar televisi atraktif, lincah dan menghibur.

Kata Kunci: *phatic communication* Andhika Pratama, analisis semiotika, mahasiswa Universitas Langlangbuana

ABSTRACT

Rama Mujaddid Inayatullah. 41153030120028. Andhika Pratama Phatic Communication Meaning In Inbox SCTV. Semiotics Analysis Andhika Pratama Phatic Communication On Langlangbuana University Student With Roland Barthes. Lecturer: R. Indriyati Kamil, S.IP., M.Sc. and Rannie Dyah K Rachaju, S. Sos., M.Si.

This study aims to determine Andhika Pratama Phatic Communication Meaning In Inbox SCTV at Langlangbuana University Student with Roland Barthes's approach.

This research is using qualitative method, with constructivism paradigm, and using semiotic analysis as its approach. The subject of this research is student of Langlangbuana University, that determined purposively based on consideration of researcher with a specific purpose. The collecting data process obtained through in-depth interviews a participant observation with the informant, while the supporting data obtained through the document on previous research, other literature studies, interviews with other parties involved.

The results of this research showed that the meaning of phatic communication Andika Pratama is a non-verbal communication, it was represented on the denotation connotation and myth means Andhika Pratama's hairstyle, neat newfangled smacking and up to date such as, his cloth style, the casual shirt that look relaxed, his shoes style is simple casual sneakers. An his accessories he hat, glasses and watch. Andika Pratama expression, always cheerful and up lift in order to make the situation exciting when he appeared on the television. He always give attractive, lively and entertaining gesture.

Keywords: Student of Langlangbuana University, phatic communication, inbox SCTV, Andhika Pratama