

ABSTRAK

Yasintus Debara Sera. 21.75.7194. **Analisis Makna *Child Grooming* pada Film *Like and Share* Ditinjau dari Semiotika John Fiske**. Skripsi. Program Studi Filsafat, Institut Filsafat dan Teknologi Kreatif Ledalero, 2025.

Penelitian ini bertujuan untuk menganalisis makna *child grooming* dalam film *Like and Share* (2022) karya Gina S. Noer dengan menggunakan kerangka teoretis semiotika John Fiske. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif dengan pendekatan analisis data kepustakaan. Terdapat dua sumber data yang digunakan dalam penelitian ini, yaitu: sumber data primer dan sumber data sekunder. Sumber data primer ini adalah film *Like and Share*, sedangkan sumber data sekunder diperoleh dari kajian metode Semiotika John Fiske, juga dari buku-buku yang mengulas tentang semiotika dan analisis film. Di samping itu, peneliti juga menggunakan data yang berasal dari internet untuk mendukung data-data lainnya. Langkah-langkah yang digunakan dengan pendekatan analisis kepustakaan ditempuh dengan (1) menonton secara keseluruhan film untuk memahami isi cerita, (2) mengidentifikasi adegan-adegan yang relevan dengan *child grooming* dalam bentuk *shot*, *scene*, dan *screenshot* sebagai data yang digunakan oleh peneliti, dan (3) menganalisis adegan-adegan yang dipilih berdasarkan tiga level encode dalam Semiotika John Fiske yaitu: level realitas, level representasi, dan level ideologi, (4) membuat kesimpulan dari hasil analisis yang berkaitan dengan *child grooming*, (5) menulis laporan.

Berdasarkan pokok persoalan yang digarap, peneliti menemukan beberapa variabel yang dikaji dalam skripsi ini, seperti *child grooming*, film *Like and Share*, dan semiotika John Fiske. Peneliti berupaya mengkaji dan melihat keterkaitan antara satu variabel dengan variabel lainnya untuk dapat menarik suatu kesimpulan. Demi menunjang penelitian ini, peneliti menyertakan pendapat para ahli dari sumber-sumber yang tersedia.

Bertolak dari hasil penelitian maka dapat disimpulkan bahwa film *Like and Share* merepresentasikan *child grooming* secara efektif melalui integrasi ketiga level encode Fiske, yakni: (1) Level realitas menampilkan secara realistis dinamika kekuasaan dan manipulasi pelaku terhadap korban yang tidak hanya digambarkan melalui tindakan fisik tetapi juga melalui detail-detail halus seperti ekspresi wajah dan gestur tubuh. (2) Level representasi mengungkap taktik manipulasi pelaku melalui karakterisasi, dialog, dan teknik sinematografi yang strategis untuk membantu mengarahkan pandangan dan emosi penonton terhadap bahaya *child grooming*. (3) Level ideologi menunjukkan dominasi ideologi patriarki pelaku, ideologi individualisme korban yang kompleks, dan ideologi feminisme sebagai ideologi perlawanan yang menentang patriarki.

Kata Kunci: *Child Grooming*, Semiotika John Fiske, Film *Like and Share*, Analisis Makna, Representasi Media, Kekerasan Seksual

ABSTRACT

Yasintus Debara Sera. 21.75.7194. **Analysis of the Meaning of Child Grooming in Film *Like and Share* Seen from John Fiske's Semiotics. Thesis.** Philosophy Study Program, Ledalero Institute of Philosophy and Creative Technology, 2025.

This research aims to analyze the meaning of child grooming in the film *Like and Share* (2022) by Gina S. Noer using John Fiske's semiotic theoretical. The method used in this research is descriptive qualitative with a literature data analysis approach. There are two data sources used in this research, namely primary data sources and secondary data sources. The primary data source was the film *Like and Share*, while the secondary data source was obtained from the study of John Fiske's semiotic method, as well as from books that review semiotics and film analysis. In addition, researchers also used data from the internet to support other data. The steps used with the literature analysis approach were taken by (1) watching the entire film to understand the content of the story, (2) identifying scenes relevant to child grooming in the form of shots, scenes, and screenshots as data used by researchers, and (3) analyzing the selected scenes based on the three levels of encoding in John Fiske's Semiotics, namely: level of reality, level of representation, and level of ideology, (4) make conclusions from the results of the analysis related to child grooming, (5) write a report.

Based on the subject matter, the researcher found several variables studied in this thesis, such as child grooming, the movie *Like and Share*, and John Fiske's semiotics. The researcher tries to examine and see the relationship between one variable and another to be able to draw a conclusion. In order to support this research, the researcher included the opinions of experts from available sources.

Based on the research results, it can be concluded that *Like and Share* effectively represents child grooming through the integration of Fiske's three levels of encoding, namely: (1) The level of reality realistically displays the power dynamics and manipulation of the perpetrator towards the victim which is not only depicted through physical actions but also through subtle details such as facial expressions and body gestures. (2) The level of representation reveals the perpetrator's manipulation tactics through characterization, dialogue, and strategic cinematographic techniques to help direct the audience's views and emotions towards the dangers of child grooming. (3) The ideological level shows the dominance of the perpetrator's patriarchal ideology, the victim's complex ideology of individualism, and the ideology of feminism as an ideology of resistance against patriarchy.

Keywords: Child Grooming, John Fiske Semiotics, Film *Like and Share*, Meaning Analysis, Media Representation, Sexual Violence