

ABSTRACT

Representation of the Meaning of Leadership in the film Coach Carter

(Roland Barthes Semiotics)

Film is one of the communication tools to convey a message that is in it, this also makes a lot of film developments that have occurred in recent decades, in this case the film is also the underlying thing in this study where the film becomes a form of the phenomenon of delivering a message. messages about the meaning of leadership explicitly or implicitly. This study aims to understand and be able to describe the symbol of the meaning of leadership in the film "Coach Carter". In this study using the semiotic analysis method using a model from Roland Barthes, and the researcher hopes that the signifiers and signifiers as well as the connotative and denotative meanings in the film "Coach Carter" can be found. The results obtained in this study are a symbol of the meaning of leadership, which can be in the form of action or other meanings. Researchers also provide recommendations for further research can use this thesis can be used as a basis for similar research.

Keywords: Film, Leadership, Semiotics