

ABSTRACT

This researcher aims to analyze symbols related to mental illness in the film Kukira Kau Rumah directed by Umay Shahab as a medium for the introduction of mental illness, especially in cinematographic elements, a film is not only in terms of beauty but from the selection of cinematographic techniques it has its own aims and objectives respectively so that the film is easily understood by the audience. The research method used is television theory, through John Fiske's Semiotics theory using three levels which include the level of reality, the level of representation and the level of ideology to examine films in scenes that have symbols and visual meanings related to mental illness. This study uses qualitative methods with data collection techniques including observation and documentation. The results of this study indicate that this film wants to convey a message to the audience so that they can educate the general public to reduce stigma and discrimination by using John Fiske's Semiotics theory approach to find out the characteristics of mental illness bipolar disorder of the three formation levels, namely reality related to the social aspects of the appearance and expression of characters, representation related to the techniques of using camera, sound, composition, and editing, then there is an ideology level related to the meaning of social acceptance units such as individualism and patriarchy. The Film Kukira Kau Rumah is expected to be able to become an introductory medium related to bipolar disorder and motivate sufferers to be more enthusiastic about living life.

Keywords: *Film, Symbols, Cinematography, Semiotics, Mental Illness*