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THESIS ASSEMBLY APPROVAL SHEET

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ABSTRACT

In an era where technology development is in line with the era marked a simulation and virtual, born many false realities that can take over or replace reality itself. Jean Baudrillard called it a phenomenon of "hyper-reality". "Her" movie is a film that tells the condition, that the film is a form of mass communication which contains a lot of engineering, or even cause certain psychological effects that are residues of the simulation itself. Simulation technologies such as cyberspace, it allows people to create a false reality that can go beyond reality which is this research is lead to Jean Baudrillard Hyper-reality concept.

Jean Baudrillard's semiotic analysis is a methodology that researchers use to analyze the film, as well as a qualitative descriptive approach. This method is done by observing the entire contents of the film, as well as examining the sign of both verbal and non-verbal in “Her” movie connection with Jean Baudrillard hyper-reality theory, then translated according to the analysis of text Semiotics Jean Baudrillard.

The results showed various signs on Her films have a strong relationship with the concept of Baudrillard thought and also Narcissism Hegemony from its own movie origin which is America want to shows that they are ten step ahead from another country. This movie has the potential of images that can be interpreted as Baudrillard thought, Samantha is a character in the film Her form a computer operating system that is very representative of the phenomenon, he was born and growing technological sophistication of a virtual world that is false, but its presence is considered very meaningful and trusted by all users. The film is trying to convey the message that what we see and feel through the medium of an electronic screen, it's not necessarily a truth of their reality.