

## ABSTRAK

Nama : Abigail Gabrina Ronauli

NIM : 44220010151

Program Studi : Hubungan Masyarakat

Judul Skripsi : Representasi Simbolis Indeksikal Fungsi Konsultan Political Public Relations Pada Film *Game Change* (Analisa Semiotika Charles Sanders Peirce dalam Film *Game Change*)

Pembimbing : Prof. Dr. Ahmad Mulyana M.Si

Profesi *Public Relations (PR)* sendiri tidak terlepas dari pengolahan citra dan nama baik dari pihak yang diwakili. Dalam konteks politik, penting bagi toko politisi untuk membangun komunikasi baik terhadap publik untuk mempertahankan citra dan opini baik mengenai dirinya di masyarakat. Tokoh *Political PR* sendiri dapat ditemukan semenjak abad ke – 64 Romawi. Berbicara mengenai PR dalam politik, konsultan PR merupakan profesi yang tidak asing dipakai dalam dunia politik. Konsultan PR dalam kancah politik terus bertambah mengikuti kesadaran di bidang politik akan pentingnya opini publik dalam kesuksesan aktor politik di banyak negara termasuk Indonesia.

Penelitian ini merujuk pada lima fungsi *Political Public Relations* sebagaimana yang dinyatakan Kotler dalam bentuk konsultan PR dalam elemen pelaku cerita dalam tokoh Steve Schdmit yang didukung oleh tim kampanye, serta elemen plot di film ini. Dengan pendekatan kualitatif menggunakan metode semiotika Charles Sanders Peirce. Terdapat 11 unit analisis yang digunakan dalam film “*Game Change*”. Data primer penelitian ini adalah film “*Game Change*”, film dengan genre *political drama* yang menayangkan cerita nyata pemilihan presiden Amerika Serikat pada tahun 2008, yang menggambarkan perjuangan yang dilakukan oleh tim McCain untuk membangun citra kandidat yang baik ditengah masyarakat guna mendapatkan kepercayaan serta suara masyarakat. Sementara data sekunder berupa referensi relevan berupa buku, jurnal, dan penelitian terdahulu.

Hasil penelitian menunjukkan representasi fungsi *Political Public Relations* terutama oleh tokoh Schdmit dalam film ini merupakan *secondness* dan *thirdness* dari tanda Peirce. Penokohan Schdmit juga selalu identik berfokus pada citra tokoh politik dan bagaimana cara mempertahankan citra tersebut melalui komunikasi partai politik, dan menjalankan fungsi konsultannya berupa bimbingan serta pengarahan kepada para komunikator politik yaitu John McCain dan Palin, hal ini sesuai dengan apa yang dinyatakan oleh Kotler.

**Kata kunci:** Semiotika, Film, PR Politik, *Game Change*

## **ABSTRACT**

Name : Abigail Gabrina Ronauli

NIM : 44220010151

Study program: Symbolic Indexical Representation Of The Function Of Political Public Relations Consultants In The Film Game Change (Charles Sanders Peirce's Semiotic Analysis in the Film Game Change)

Counsellor : Prof. Dr. Ahmad Mulyana M.Si

The Public Relations (PR) profession itself is not exempt from the processing of the image and good name of the parties represented. In a political context, it is important for a politician to build good communication to the public in order to maintain a good image and opinion of himself in society. The personality of Political PR itself can be found since the Roman 64th century. Speaking about public relations in politics is a profession that is not strange to use in the world of politics. Public relations consultants in politics are increasingly following awareness in the field of politics of the importance of public opinion in the success of political actors in many countries including Indonesia.

This research refers to the five functions of Political Public Relations as Kotler described in the form of a PR consultant in the storyteller element in the figure of Steve Schdmit supported by the campaign team, as well as the plot element in this film. With a qualitative approach using Charles Sanders Peirce's semiotic method. There are 11 units of analysis used in the "Game Change" film. The primary data of the study is the movie Game Change, a movie in the political drama genre that portrays the real story of the 2008 US presidential election, which depicts the struggle of McCain's team to build a good candidate image in the public to gain public confidence and voice. While secondary data is a relevant reference to books, journals, and previous research.

The results of the research show that the representation of the function of Political Public Relations mainly by the character Schdmit in the film represents the secondness and thirdness of the Peirce sign. Schdmit's reinforcements have always been identically focused on the image of political figures and how to preserve that image through political party communication, and carry out his advisory functions as guidance and guidance to the political communicators John McCain and Palin, in line with what Kotler stated.

**Keywords: Semiotics, Film, Political PR, Game Change**