

ABSTRAK

Putri Suci Fitriani, 2025, Representasi Identitas Perempuan Dalam Film *Dear Nathan Series 2 Hello Salma (Analisis Semiotika Pada Tokoh Rebecca)*. Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik. Universitas Muhammadiyah Jember. Pembimbing : Aditya Dimas Pratama S.I.Kom M.I.Kom

Kata kunci: Representasi, Identitas Perempuan, Makna Keluarga, Kesehatan Mental, Dear Nathan Series 2: Hello Salma

Film drama romansa adalah film yang menekankan pada emosi, konflik batin, perkembangan karakter dan berfokus pada hubungan cinta antara dua atau lebih tokoh utama. Dalam konteks film "*Dear Nathan Series 2 Hello Salma*" menghadirkan potret dinamika emosional remaja Indonesia dengan isu kesehatan mental dan makna keluarga. Penelitian ini berangkat dari fenomena sosial bahwa banyak individu, khususnya remaja, mengalami depresi, keinginan mengakhiri hidup, dan perasaan terpuruk karena tidak pernah merasa didengarkan oleh orang terdekatnya. Kondisi tersebut menjadikan keluarga sebagai faktor penting dalam proses pemulihan maupun keterpurukan seseorang. Hubungan antara Nathan dan Rebecca dalam film ini menampilkan bagaimana dukungan emosional dapat menjadi ruang penyembuhan bagi individu yang terluka. Penelitian ini menggunakan metode deskriptif kualitatif dengan teori analisis semiotika Roland Barthes. Data dikumpulkan melalui observasi adegan, dialog, serta konteks naratif film yang menggambarkan relasi antara Nathan dan Rebecca. Analisis dilakukan untuk menafsirkan tanda-tanda visual dan verbal yang menunjukkan makna representasi tokoh Rebecca. Hasil penelitian menunjukkan bahwa Nathan direpresentasikan sebagai figur penyembuh dan penengah dalam krisis keluarga yang dialami Rebecca. Dukungan empatik Nathan membantu Rebecca pulih dari trauma dan membangun komunitas *Love Yourself*. Selain itu, Rebecca juga berperan memperbaiki pandangan keluarga Salma terhadap Nathan, sehingga hubungan keluarga antartokoh menjadi harmonis kembali. Penelitian ini memperkaya kajian media tentang representasi gender dan kesehatan mental dalam keluarga, serta menjadi refleksi sosial tentang pentingnya komunikasi dan empati dalam mencegah depresi di kalangan remaja.

ABSTRACT

Putri Suci Fitriani, 2025, " Representation of Women's Identity in the Film Dear Nathan Series 2 Hello Salma (Semiotic Analysis of the Character Rebecca)". Communication Studies Program, Faculty of Social and Political Sciences, Muhammadiyah University of Jember. Supervisor: Aditya Dimas Pratama S.I.Kom M.I.Kom

Keywords: Representation, Women Identity, Meaning of Family, Mental Health, Dear Nathan Series 2: Hello Salma

Romantic drama films are films that emphasize emotions, inner conflict, character development and focus on the love relationship between two or more main characters. In the context of the film "Dear Nathan Series 2 Hello Salma" presents a portrait of the emotional dynamics of Indonesian teenagers with issues of mental health and the meaning of family. This research departs from the social phenomenon that many individuals, especially teenagers, experience depression, the desire to end their life, and feelings of being down because they never feel listened to by those closest to them. This condition makes the family an important factor in a person's recovery or adversity process. The relationship between Nathan and Rebecca in this film shows how emotional support can be a healing space for hurting individuals. This research uses a qualitative descriptive method with Roland Barthes' semiotic analysis theory. Data was collected through observing scenes, dialogue and the narrative context of the film which describes the relationship between Nathan and Rebecca. Analysis was carried out to interpret visual and verbal signs that indicate the meaning of the representation of Rebecca's character. The results of the research show that Nathan is represented as a healing and mediator figure in the family crisis experienced by Rebecca. Nathan's empathetic support helps Rebecca recover from trauma and build a Love Yourself community. Apart from that, Rebecca also plays a role in improving Salma's family's view of Nathan, so that family relationships between the characters become harmonious again. This research enriches media studies on gender representation and mental health in the family, as well as providing a social reflection on the importance of communication and empathy in preventing depression among teenagers.