

ABSTRAK

Putri, Noerma Cantika, 2210521063, 2026. Konstruksi Wacana Interaksi Sosial Manusia dan *Artificial Intelligence (AI)* dalam Film *The Great Flood* (2025): Analisis Wacana Kritis Norman Fairclough. Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing: Dr. Sudahri, S.Sos., M.I.Kom.

Kata kunci: Analisis Wacana Kritis, Interaksi Sosial, Artificial Intelligence, Personifikasi AI, Film *The Great Flood* (2025)

Penelitian ini dilatarbelakangi oleh perkembangan kecerdasan buatan (AI) yang memengaruhi representasi AI dalam film kontemporer. Film *The Great Flood* (2025) menampilkan AI sebagai subjek dengan kapasitas emosional dan relasional mendekati manusia. Permasalahan penelitian adalah bagaimana interaksi sosial manusia-AI dikonstruksi sebagai wacana dalam film serta mekanisme personifikasi AI melalui elemen tekstual, produksi makna, dan konteks sosial. Penelitian bertujuan menganalisis konstruksi wacana interaksi sosial manusia-AI dalam film *The Great Flood* (2025) menggunakan Analisis Wacana Kritis Norman Fairclough. Metode deskriptif kualitatif dengan paradigma interpretatif digunakan. Data berupa elemen audiovisual dalam film dianalisis melalui tiga dimensi Fairclough: teks, praktik diskursif, dan praktik sosial. Teknik pengumpulan data melalui observasi, dokumentasi, dan studi pustaka. Hasil penelitian menunjukkan pada dimensi teks, film menggunakan dialog, narasi, visual, sinematografi, dan audio untuk memanusiakan AI. Pada praktik diskursif, struktur naratif strategis seperti *time loop* dan pengungkapan bertahap membangun empati dan refleksi filosofis. Pada praktik sosial, film merefleksikan normalisasi relasi manusia-AI, mengusung ideologi posthumanisme, mengkritik eksploitasi teknologi institusional, dan merespons kekhawatiran masa depan peradaban digital. Kesimpulan penelitian menunjukkan film mengonstruksi wacana melalui tiga lapisan makna: AI sebagai entitas sosial setara, normalisasi relasi lintas batas ontologis, dan cinta sebagai elemen transenden melampaui batas biologis.

ABSTRACT

Putri, Noerma Cantika, 2210521063, 2026. The Construction of Discourse on Social Interaction between Humans and Artificial Intelligence (AI) in The Great Flood (2025) Film: Norman Fairclough's Critical Discourse Analysis. Communication Studies Program, Faculty of Social and Political Sciences, Universitas Muhammadiyah Jember. Advisor: Dr. Sudahri, S.Sos., M.I.Kom.

Keywords: Critical Discourse Analysis, Social Interaction, Artificial Intelligence, AI Personification, The Great Flood Film

This research is motivated by the development of artificial intelligence (AI) influencing AI representation in contemporary cinema. The Great Flood (2025) portrays AI as a subject with emotional and relational capacities resembling humans. The research problem is how human-AI social interaction is constructed as discourse and the mechanisms of AI personification through textual elements, meaning production, and social context. This study aims to analyze the construction of discourse on human-AI social interaction in The Great Flood (2025) using Norman Fairclough's Critical Discourse Analysis. A descriptive qualitative method with an interpretative paradigm is employed. Data consists of audiovisual elements analyzed through Fairclough's three dimensions: text, discursive practice, and social practice. Data collection techniques include observation, documentation, and literature review. Findings reveal that at the text dimension, the film employs dialogue, narration, visuals, cinematography, and audio to humanize AI. At discursive practice, strategic narrative structures such as time loops and gradual revelations build empathy and philosophical reflection. At social practice, the film reflects normalization of human-AI relations, espouses posthumanist ideology, critiques institutional technological exploitation, and responds to anxieties about the digital era's future. The conclusion demonstrates the film constructs discourse through three layers of meaning: AI as an equal social entity, normalization of relationships across ontological boundaries, and love as a transcendent element surpassing biological limits.