

**REPRESENTATION OF RACISM IN FILM**  
**(A SEMIOTIC ANALYSIS OF *MONSTER* FILM)**

**THESIS**



**Arranged by:**

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**INTERNATIONAL PROGRAM OF COMMUNICATION STUDIES**

**FACULTY OF SOCIAL AND POLITICAL SCIENCE**

**UNIVERSITY OF MUHAMMADIYAH YOGYAKARTA**

**2024**

**TITLE PAGE**

**THESIS**

**REPRESENTATION OF RACISM IN FILM  
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Prepared to fulfill requirements for Obtaining a Bachelor's Degree in International Program  
of Communication Studies Department Faculty of Social and Political Science

Universitas Muhammadiyah Yogyakarta

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**2024**

## PAGE PROOF OF RESEARCH AUTHENTICITY

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Declare that the thesis entitled "Representation of Racism in Film (A Semiotic Analysis of Monster Film)" does not contain works that have been submitted for a Bachelor's degree at a university. To the best of my knowledge, no works or opinions have been written and published by others, except for references that are written in this research thesis mentioned in the bibliography. If it turns out that in this thesis manuscript, it is known that others have written or published some works or opinions. I am willing to accept academic sanctions following the applicable provisions at Universitas Muhammadiyah Yogyakarta.

Yogyakarta, 30 October 2024



Muhammad Kelnov Raneldo

## FOREWORD

### *Bismillahirrahmannirohim*

Praise and gratitude for the presence of Allah SWT who has given His grace and blessings so that the author is able to compile and complete the Scientific Work entitled “Representation of Racism in Film (A Semiotic Analysis of Monster Film)” This research is intended as a requirement in taking the Strata-1 level, to obtain a Bachelor's degree in the International Program of Communication Studies, Faculty of Social and Political Sciences, at Universitas Muhammadiyah Yogyakarta.

In the preparation and completion of this scientific work, it cannot be separated from the help, guidance, and direction of various parties. Therefore, on this occasion, the author also expresses his deepest gratitude to:

1. Allah SWT, who has given His grace, sustenance, and blessings.
2. Prof. Dr. Ir. Gunawan Budiyo, M.P., IPM. As the Rector of Universitas Muhammadiyah Yogyakarta.
3. Dr. Fajar Junaedi, S.Sos, M.Si as the Head of Communication Studies Department, Universitas Muhammadiyah Yogyakarta.
4. Taufiqur Rahman, S.IP, MA, Ph.D as a Supervisor who has made it easy for the author during the study period. Guiding with patience and assistance by providing direction during the process of completing this scientific work.
5. Father Firdaus Misthevidi, beloved mother Baiq Nelly Kusumawati, and brother Muhammad Yanfa Kyonedo who have raised, educated, supported, and always prayed for the author.

6. The entire academic community of UMY Communication Studies, Mr and Mrs Lecturers of UMY Communication Studies who have provided insight and knowledge, the Administrative Staff, and the Communication Studies Department.

In writing this scientific work, it is not free from shortcomings and mistakes, therefore all constructive criticism and suggestions will perfect the writing of this scientific work and it is hoped that it can provide benefits for the author and become a means of academic learning.

Yogyakarta, 30 October 2024



Muhammad Kelnov Raneldo

## DEDICATION PAGE

Praise be to Allah SWT, who has given His mercy and grace in writing a scientific work entitled “Representation of Racism in Film (A Semiotic Analysis of Monster Film)”. This research is intended as a requirement for taking the Strata-1 level, to obtain a bachelor’s degree in the International Program of Communication Studies, at the Faculty of Social and Political Sciences, Universitas Muhammadiyah Yogyakarta.

The author chooses this topic to add insight and knowledge for the public and academics related to communication studies, especially through campaign strategies on Instagram.

In the preparation and completion of this scientific work, it cannot be separated from the help, guidance, and direction of various parties. Therefore, on this occasion the author also expresses his deepest gratitude to:

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8. I want to thank myself for struggling and trying my best in my education, for being able to live hard days with happiness and sincerity, and I wanna thank me for believing in myself.

## **MOTTO**

“Tuhanmu tidak meninggalkan engkau dan tidak pula membencimu”

(QS. Ad-Dhuha: 3)

“I wanna be free as a bird flying in the sky so high”

(Denny Frust)

“Kejujuran adalah langkah pertama dari kesuksesan”

(Muhammad Kelnov Raneldo)



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