

ABSTRAK

Degradasi moral merupakan sebuah fenomena adanya kemerosotan atas budi pekerti seseorang maupun sekelompok orang. Berdasarkan data Pusat Pengendalian Gangguan Sosial DKI Jakarta menyebutkan pelajar SD, SMP dan SMA yang terlibat tawuran mencapai 0,08% atau sekitar 1.318 siswa dari total 1.647.835 siswa DKI Jakarta. Melihat data tersebut adanya pendidikan karakter penting di masa sekarang. Pendidikan karakter saat ini dapat diperoleh melalui film sebagai media penyampai pesan. Salah satu film yang mengusung isu pendidikan karakter didalamnya adalah film *A Man Called Otto* menceritakan tentang Otto Anderson yang dapat merubah karakternya menjadi lebih baik lagi. Tujuan dari penelitian ini adalah untuk mendeskripsikan tentang nilai pendidikan karakter yang terdapat dalam film "*A Man Called Otto*". Penelitian ini adalah kualitatif dengan paradigma penelitian interpretif. Metode analisis data menggunakan analisis semiotika John Fiske yang analisisnya dibagi menjadi tiga level yaitu level realitas, level representasi dan level ideologi. Hasil penelitian menemukan beberapa nilai pendidikan karakter yang dianalisis dengan menggunakan teori semiotika John Fiske dalam film *A Man Called Otto*.

Kata kunci : Pendidikan Karakter, Semiotika, Film, *A Man Called Otto*

ABSTRACT

Moral degradation is a phenomenon in which the character of an individual or group deteriorates. Data from DKI Jakarta Social Disorder Control Center states that students ranging from elementary school, through junior and senior high who involved in school brawls have reached 0.08% or around 1.318 out of the total 1,647,853 students in DKI Jakarta. Based on that data, it is clear that there is a growing importance of character education in today's society. Nowadays, it is easy to learn about character education from media, such as movies which serve as a medium for delivering positive messages. One example of a movie that raises awareness of character education is "A Man Called Otto," which tell the tale of Otto Anderson's journey in developing his character to be better. The goal of this study is to analyze the character development in the film "A Man Called Otto". This study employs a qualitative research approach within an interpretive research paradigm. The method of data analysis employs semiotic analysis by John Fiske, which is divided into three levels: the reality level, representation level, and ideology level. The research found various character education values which were analyzed using John Fiske's semiotic theory in the "A Man Called Otto" movie.

Keywords: *Character Education, Semiotica, Film, A Man Called Otto*

