

RINGKASAN

Toxic parents adalah orang tua yang memiliki kepribadian buruk dan tidak memperlakukan anak dengan baik. Fenomena *toxic parents* masih marak terjadi dan digambarkan melalui media di sekitar kita, salah satunya film. Film berfungsi sebagai media hiburan, informatif, edukatif, persuasif, dan kritik. Kisah yang disajikan dalam film tidak hanya dimaknai sebagai hiburan semata tetapi juga sebagai representasi dan kritik terhadap realitas sosial. Banyak film yang mengangkat tema mengenai *toxic parents*, diantaranya adalah film berjudul *What Will People Say* (2017).

Penelitian ini bertujuan untuk mengetahui representasi *toxic parents* dalam film *What Will People Say* (2017). Penelitian ini menggunakan metode kualitatif deskriptif dengan pendekatan analisis semiotika Roland Barthes. Terdapat 8 potongan adegan sebagai bahan kajian penelitian. Adegan yang dipilih dianalisis menggunakan semiotika Roland Barthes melalui 3 unsur yaitu denotasi, konotasi, dan mitos.

Hasil penelitian menunjukkan bahwa representasi *toxic parents* dalam film *What Will People Say* adalah kekerasan baik secara fisik maupun simbolik, tidak mau mendengarkan anak, manipulatif, gemar menyalahkan anak, melabeli anak secara negatif, merendahkan anak, terlalu mengontrol anak, dan sikap *over protective*.

Kesimpulan dari penelitian ini adalah *toxic parents* dalam film *What Will People Say* dilatarbelakangi oleh pola asuh otoriter, nilai dan norma budaya yang mengikat individu, perbenturan budaya, konflik identitas, patriarki, gerontokrasi, dan pemikiran orang tua yang konservatif. Berdasarkan hasil penelitian, diharapkan masyarakat, khususnya para orang tua dapat mengambil pesan positif dari film ini dan mengimplementasikannya dalam kehidupan berkeluarga, sehingga dapat membantu memperbaiki cara pandang dan perilaku orang tua maupun anak dalam menghadapi konflik keluarga.

Kata kunci: Toxic Parents, Representasi Film, Film *What Will People Say*, Semiotika Roland Barthes

SUMMARY

Toxic parents are parents who have a bad personality and do not treat children well. The phenomenon of toxic parents is still rampant and portrayed through the media around us, one of which is film. Film serves as a medium of entertainment, informative, educational, persuasive, and criticism. The story presented in the film is not only interpreted as entertainment but also as a representation and criticism of social reality. Many films have raised the theme of toxic parents, including What Will People Say (2017).

This research having the purpose to know the representation of toxic parents in the film What Will People Say (2017). This research using descriptive qualitative methods with Roland Barthes' semiotic analysis approach. There are 8 pieces of scenes as material for research studies. The selected scene is analyzed using Roland Barthes semiotics through 3 elements: denotation, connotation, and myth.

The results showed that the representation of toxic parents in the film What Will People Say are physical and symbolic violence, unwilling to listen to children, manipulative, fond of blaming children, labeling children negatively, degrading children, over-controlling children, and over protective attitudes.

The conclusion of this research is that toxic parents in the film What Will People Say are motivated by authoritarian parenting, cultural values and norms that bind individuals, cultural clashes, identity conflicts, patriarchy, gerontocracy, and conservative parental thinking. Based on the research results, it is hoped that the community, especially parents, can take the positive message of this film and implement it in family life, so that it can help improve the perspectives and behaviors of parents and children in dealing with family conflicts.

Keywords: Toxic Parents, Film Representation, What Will People Say Film, Roland Barthes Semiotics