

ABSTRACT

Self Concept In Tall Girl Movie (Qualitative Content Analysis of Self Concept in Jodi Character)

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This research discusses the depiction of self-concept in jodi character, Film is a medium that is considered effective to convey a message to the public related to social phenomena that occur in society. Tall Girl film gives one of the picture in the midst of social problems faced by a person the role of family, friends and the environment becomes very important. Family life is so close to society and youth today, from parenting patterns to the level of family harmony such as supporting each other and giving advice describing emotional involvement in relationships. To find out how the depiction of self-concept formed by Jodi's family and friends to awaken confidence in jodi character in the movie Tall Girl. The film uses qualitative content analysis methods to direct complex text and tags and then process them by building the meaning of the data through emerging themes or categories. Hasli from this research is the formation of self-concept in the character jodi in the film Tall Girl is dominated formed by family and friends so that confidence can arise because of the formation of a good self-concept.

Keywords : Self concept, Movie, Tall Girl Movie, Content analysis

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