

## ABSTRACT

### ***Types of Conflict & Family Conflict Management in Indonesian Films with the Theme of Heritage (Qualitative Content Analysis on “Gara-Gara Inheritance” and “New Rich People”)***

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*Movies have the ability to ignite the imagination and evoke emotions in the audience, allowing them to connect emotionally with the characters and stories in the film. This study aims to investigate further about types of family conflict and conflict management through qualitative content analysis methods. This research was conducted by a researcher who will analyze the management of family conflicts that occur in the films "Because of Inheritance" and "New Rich People". In this study, a qualitative approach with a post-positivism paradigm was used by researchers. The main concept used is a model of 7 types of family conflict, namely power conflict, norm conflict, involvement conflict, rejection conflict, identity conflict, intimacy conflict, and affection conflict. In addition, the next main concept uses 5 styles of family conflict management, namely competition, collaboration, compromise, accommodation, and avoiding. The results of this study indicate that around 41.7% of the total duration of the film "New Rich People" consists of scenes containing elements of family conflict management, with a total of 19 scenes. Meanwhile, the film "Gara-Gara Inheritance" has around 26, 3% of the total duration of the film contains elements of family conflict management, with a total of 29 scenes. In both films, the most frequent family conflict management is collaboration and accommodation. It is hoped that these findings can encourage filmmakers who care about family issues to continue raising these issues and educate the Indonesian public about the dangers of conflict cases within the family.*

**Keywords:** *Types of Conflict, Conflict Management, Family, Mass Communication, Movie.*

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