

ABSTRACT

PENGAMBARAN NILAI-NILAI PERSAHABATAN PADA KARAKTER DISABILITAS DALAM FILM (Analisis Isi Kualitatif Film Why Do You Love Me)

Muhammad Kahfian Kurniawan ¹⁾ Naurissa Biasini, S.Si., M.I.Kom. ²⁾ Slamet Budiharjo, S.I.Kom., M.A. ³⁾

¹⁾ Student of Communication Science Department, Universitas Pembangunan Jaya

²⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

³⁾ Lecturer of Communication Science Department, Universitas Pembangunan Jaya

This research is titled "The Depiction of Friendship Values in Disabled Characters in Films (Qualitative Content Analysis of the Film Why Do You Love Me)". The aim of this study is to understand how friendship values are portrayed in the film "Why Do You Love Me" from the perspective of disabled characters. The research method used is qualitative content analysis, which aims to explore the elements of friendship depicted in this film. This research is conducted by analyzing various scenes in the film that depict the interactions and relationships between disabled characters. The main concept used in this research is the value of friendship with four elements, namely affection in friendship, sharing & gathering, social elements, and the quality of friendship. Data is collected through direct observation of the film and supported by relevant literature reviews. The results show that the film "Why Do You Love Me" significantly depicts strong friendship values among disabled characters. Indicators of self-disclosure and emotional support are found in various scenes that show the depth of relationships and trust between characters. In addition, participation in joint activities and sharing experiences are also clearly visible, reinforcing the social bonds among them. This research provides an important contribution to understanding the depiction of friendship in the context of disability in media, particularly films. These findings can be used as a reference for further studies on interpersonal relationships and the portrayal of disability in media. Moreover, this research is expected to raise public awareness about the importance of social support for individuals with disabilities and encourage the production of more inclusive and representative films.

Keywords: Friendship, Disability, Depiction, Film, Qualitative Content Analysis, Why Do You Love Me

Reference : 33

Year : 2024