

**REPRESENTATION OF HEDONISM IN  
“THE WOLF OF WALL STREET MOVIE” (A SEMIOTIC ANALYSIS)**

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**ABSTRACT**

The paper is aimed to describe the representation of hedonism in The Wolf of Wall Street movie. The problem of the research are focused on the sign in the movie that related to hedonism issues, the meaning of denotative and connotative signs. Those representation are described within visual representation and dialog in the movie. This research is a semiotic analysis based on Roland Barthes's theory to know denotative and connotative meaning. The method of the research use descriptive qualitative research design. The research showed that "The Wolf of Wall Street" movie containing a hedonism representation. Those representation of hedonism shown by denotative sign like color, back sound, dialog, and place. It is also shown by connotative sign like behavior and attitude of the character. The result of this research explain that The Wolf of Wall Street movie has been described the existence of hedonism: having sex, drinking alcohol, taking drugs and party that shown by the character of the film, especially Jordan Belfort as a main character.

Keywords: sign, hedonism, movie

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#### ABSTRAK

*Penelitian ini bertujuan untuk menggambarkan representasi hedonisme dalam film *The Wolf of Wall Street*. Masalah penelitian difokuskan pada tanda pada film yang terkait dengan masalah hedonisme, makna tanda-tanda denotatif dan konotatif. Representasi tersebut dijelaskan dalam representasi visual dan percakapan dalam film. Penelitian ini adalah analisis semiotik berdasarkan teori Roland Barthes untuk mengetahui makna denotatif dan konotatif. Metode penelitian menggunakan desain penelitian deskriptif kualitatif. Penelitian menunjukkan bahwa film "*The Wolf of Wall Street*" berisi representasi hedonisme. Representasi hedonisme tersebut ditunjukkan oleh tanda-tanda denotatif seperti warna, suara latar, percakapan, dan tempat. Representasi hedonisme juga ditunjukkan oleh tanda konotatif seperti perilaku dan sikap karakter. Hasil penelitian ini menunjukkan bahwa di film *The Wolf of Wall Street Movie* terdapat hedonism seperti sex, minum minuman beralkohol, mengonsumsi narkoba dan berpesta ria yang dilakukan oleh tokoh didalam film terutama Jordan Belfort sebagai karakter utama.*

*Kata kunci: tanda, hedonisme, film.*