

ABSTRAK

Cyberbullying telah menjadi ancaman serius di era digital, terutama di kalangan remaja. Film pendek, sebagai media komunikasi yang kuat, dapat digunakan untuk menyampaikan pesan edukasi anti *cyberbullying* secara efektif. Penelitian ini berfokus pada representasi pesan edukasi anti-*cyberbullying* dalam film pendek "Dunia Agnes" yang diunggah di YouTube oleh Cerdas Berkarakter Kemdikbud RI. Penelitian ini bertujuan untuk mendeskripsikan bagaimana makna tanda denotasi, makna tanda konotasi, dan mitos merepresentasikan pesan edukasi anti *cyberbullying* dalam film tersebut. Metode penelitian ini menggunakan kualitatif dengan pendekatan semiotika Roland Barthes. Teknik pengumpulan data yang digunakan adalah teknik dokumentasi karena objek penelitian merupakan dokumen yaitu film pendek. Hasil penelitian menunjukkan bahwa film pendek "Dunia Agnes" berhasil merepresentasikan pesan edukasi anti *cyberbullying* melalui tanda denotasi, konotasi, dan mitos. Representasi denotasi ditunjukkan melalui adegan-adegan yang secara eksplisit menggambarkan bentuk-bentuk *cyberbullying*, dampaknya pada korban, serta pentingnya dukungan sosial dan perlawanan terhadap *cyberbullying*. Representasi konotasi terlihat melalui penggunaan simbolisme, warna, dan musik yang memperkuat pesan emosional dan psikologis dari film. Representasi mitos membongkar berbagai anggapan keliru tentang *cyberbullying*, seperti menganggapnya sebagai "candaan" belaka atau bahwa korban harus diam saja. Sehingga dalam film pendek "Dunia Agnes" secara keseluruhan memberikan representasi pesan edukasi anti *cyberbullying* dengan menggambarkan dampak negatif *cyberbullying* pada korban, pentingnya melawan *cyberbullying*, pentingnya peran dukungan sosial terhadap korban, dan juga perlunya perubahan persepsi masyarakat agar tidak menyepelekan lagi *cyberbullying*. Film pendek "Dunia Agnes" efektif dalam menyampaikan pesan edukasi anti *cyberbullying* melalui pendekatan semiotika yang komprehensif. Film ini tidak hanya menyoroti dampak negatif *cyberbullying*, tetapi juga memberikan solusi dan harapan bagi korban, serta mendorong perubahan persepsi dan perilaku masyarakat terhadap isu ini.

Kata Kunci: Anti *Cyberbullying*, Film Pendek, Pesan Edukasi, Representasi, Semiotika Roland Barthes

ABSTRACT

Cyberbullying has become a serious threat in the digital era, especially among teenagers. Short films, as a powerful communication medium, can be used to effectively deliver anti-cyberbullying educational messages. This research focuses on the representation of anti-cyberbullying educational messages in the short film *"Dunia Agnes"* uploaded on YouTube by Cerdas Berkarakterter Kemdikbud RI. This research aims to describe how denotation sign meaning, connotation sign meaning, and myth represent anti-cyberbullying educational messages in the film. The data collection technique used is the documentation technique because the object of research is a document, namely a short film. The results showed that the short film *"Dunia Agnes"* successfully represented anti-cyberbullying educational messages through denotation, connotation, and mythical signs. Denotation representation is shown through scenes that explicitly describe forms of cyberbullying, its impact on victims, and the importance of social support and resistance to cyberbullying. Connotation representation is seen through the use of symbolism, colors, and music that reinforce the emotional and psychological messages of the film. Mythic representation dismantles various misconceptions about cyberbullying, such as thinking of it as a mere "joke" or that victims should keep quiet. Thus, the short film *"Dunia Agnes"* as a whole provides a representation of anti-cyberbullying educational messages by depicting the negative impact of cyberbullying on victims, the importance of fighting cyberbullying, the importance of the role of social support for victims, and also the need to change people's perceptions so that they do not underestimate cyberbullying anymore. The short film *"Dunia Agnes"* is effective in delivering anti-cyberbullying educational messages through a comprehensive semiotic approach. The film not only highlights the negative impact of cyberbullying, but also provides solutions and hope for victims, and encourages changes in public perception and behavior towards this issue.

Keywords : Anti Cyberbullying, Educational Message, Semiotic of Roland Barthes, Short Film.