ABSTRACT

Ijime is a Japanese term of bullying which means abuse, hurt, and tempt someone. Ijime divided into several types, one of them is netto ijime. Netto ijime is ijime that conducted through the Internet with the purpose to harass, threaten, embarrass another person (the victim). For example, is painful post pictures of other people, making online threats, and send e-mails or text that contains painful reader (victim). Ijime represented in Intanetto Mukou Gawa’s film, a girl named Satomi and a boy named Junichi who are victims of ijime in school. In this film, represented how netto ijime which happens to Satomi and Junichi.

The analysis of this research has been conducted with trepresentation theory of Stuart Hall and theory of semiotics of Charles Pierce. This research examines the netto ijime which is represented in the film. In the film, it show that Satomi and Junichi who are victims of ijime in school. Satomi fell himself in ijime by an unknown person who suddenly sent an email. The email contains Satomi’s profiles that do not use clothes, so that when Satomi open profile, she was in shock when the display turns into like that. In addition, message in an email that also contains indecent solicitation to Satomi. While ijime conducted in Junichi is sudden release of chat that contains that next ijime victim is Junichi. Due to chat it, Junnichi shunned by classmates.

Keyword: ijime, netto ijime, intanetto no mukou gawa, representation