

**ABSTRACT**

*Ijime is a Japanese term of bullying which means abuse, hurt and tempt someone. Ijime is divided into several types, one of them is netto ijime. Netto ijime is ijime that is conducted through the Internet with the purpose to harass, threaten, embarrass another person (the victim). For example is posting pictures of other people, making online threats, and sending e-mails or text that contains painful reader (victim). Ijime is 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, it represents how netto ijime which happens to Satomi and Junichi.*

*The analysis of this research has been conducted with representation theory of Stuart Hall and theory of semiotics of Charles Peirce. This research examines the netto ijime which is represented in the film. In the film, it shows that Satomi and Junichi who are victims of ijime in school. Satomi fell herself 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 opens 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, Junichi shunned by classmates.*

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