

# **POTRET ISTRI DALAM FILM BERTEMA ISLAM DI INDONESIA (Analisis Semiotik Penggambaran Istri Dalam Film Ketika Cinta**

**Bertasbih dan Ayat- Ayat Cinta)**

**RISKY WIDIA PUSPITASARI**

**Ratih Puspa, S.Sos, MA**

**KKB KK 2 Fis. K. 55/11 Pus p**

## **ABSTRAK**

Maraknya kemunculan film yang bertema Islam dan produk media lain yang mengusung ajaran suatu agama adalah hal yang wajar saat ini. Menggunakan tokoh perempuan yang dijadikan tokoh sentral dalam film-film tersebut. Dengan maraknya simbol-simbol keagamaan yang ada di media. Masyarakat seakan berbondong-bondong untuk mengikuti apa yang ditunjukkan dalam film. Mulai dari penampilan atau sampai pada perilaku dan pemikiran.

Penelitian ini bertujuan untuk menggambarkan potret istri dalam film bertema Islam di Indonesia. Sebagai objek penelitian adalah tokoh Anna dalam film Ketika Cinta Bertasbih dan tokoh Aisha dalam film Ayat-ayat Cinta. Objek penelitian yang akan dianalisis adalah beberapa *scene* yang menampilkan sosok istri tersebut. Dalam menganalisis objek penelitian tersebut, metode yang digunakan adalah metode semiotik Fiske, dengan tipe penelitian kualitatif deskriptif. Unit analisis dari penelitian ini adalah paradigma dan sintagma yang terdapat dalam level realitas, representasi dan ideologi.

Hasil penelitian menunjukkan bahwa sosok istri digambarkan secara tidak tunggal dalam film-film religi tersebut. Tergantung siapa yang menciptakan representasi tersebut. Representasi yang ditampilkan dapat berupa sosok istri muslimah yang progresif atau tradisional atau keduanya. Adanya ideologi feminisme dan patriarki ditampilkan secara kontradiktif dalam kedua film tersebut. Penggambaran istri dalam film bertema Islam di Indonesia juga didukung oleh praktik-praktik media. Kapitalisme media juga menjadikan segala yang berbau religi menjadi komoditas mereka.

Kata kunci : **Gender, istri , film bertema Islam di Indonesia, semiotik Fiske**

## ABSTRACT

The rise of the emergence of Islamic-themed movies and other media products that carry the teachings of a religion is normal at this time. Using the figures of women who were central figures in the films. With the rise of religious symbols that exist in the media. Society seemed to flock to follow what is shown in the movie. Starting from the appearance or the behaviour and thinking.

This study aims to describe the potrait of the wife in Islam-themed films in Indonesia. as the object of research is Anna"s Ketika Cinta Bertasbih and Aisha in the Ayat-Ayat Cinta. Research object to be analyzed are several scenes featuring the figure of his wife. In analyzing these research object, the method used is a semiotic of Fiske, with the type of qualitative descriptif research. The unit of analysis of this research is paradigm and syntagm is contained in a level of reality, representasion and ideology.

The result showed that the figure is not a single wife potrayed in films such religion. Depending on who creating such representasions. Representasions can be either the figure shown progressive Muslim wife or traitional or both. The existence of the ideology of feminism and patriarchy contradictory displayed of that film. Wife in teh movie themed potrayals of Islam in Indonesia is also supported by media. capitalism media also makes everything that smells of religion into their commodities.

Keywords : gender, wife, the Islamic themed films in Indonesia, semiotic Fiske

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