

ABSTRACT

Film is a cultural product which recently has been growing to be a media of communication. As a media of communication, film often embodies ideological perspective that privileges certain characters, institutions, or cultures. This thesis attempts to analyze the ideological perspective existing in *Spider Man 3* (2007) film. Directed by Sam Raimi, the film highlights a super hero Spider Man who saves the society with his spider-power. The cinematic features in *Spider Man 3* convey many significant issues which maintain the authority of hegemonic ideology through the film media.

Under semiotics theory proposed by Roland Barthes, this thesis concerns with the analysis of cinematic features through his *two orders of significations*. By reflecting keys similarities found in the cinematic features, the film is further analyzed by Ideological State Apparatus (ISA) theory developed by Louis Althusser. From the analysis done, it is found that the film decodes a message of constructing and preserving American ideology which imposes, and at the same time, hegemonizes people to submit to their power

Keywords: *mass media, cinematic features, ISA, power, sign, denotative, connotative*