

## ABSTRACT

The Gintama Live-Action movies were released when the changing process of Japan's immigration policy was in the public spotlight both in Japan and internationally. This movies contain images of Japanese people and foreigners. Those images reflected the attitudes and views towards foreigners at the moment of the changing of Japanese immigration policy. This thesis described how Japanese people and foreigners were represented in the Gintama Live-Action movies using semiotic research methods. The Gintama Live-Action movies depicted Japanese people and foreigners in positive and negative ways. The foreigners which consist of Westerners and Chinese were generally represented as the 'other' although there were positive characteristics of them. Westerners were depicted as uncivilized, disruptive to Japanese normal life, and inferior to Japanese people despite their superiority in technology. The positive and negative images of Japanese people and Westerners were in the aspects of concern for the original Japanese culture and the attitude towards the interests of the people. The Chinese were depicted as having more resemblance to the Japanese in that they are more civilized than Westerners. They have friendly relations with the Japanese people, full of hope, and high vitality but they were also depicted as a threat to Japan.

Keyword: representation, *other*, semiotics, *Gintama*.

## ABSTRAK

Film Gintama Live-Action dirilis ketika proses perubahan kebijakan imigrasi Jepang menjadi sorotan publik baik di Jepang maupun dunia internasional. Film ini memuat gambaran orang Jepang dan orang asing sehingga memperlihatkan sikap dan pandangan terhadap orang asing yang dimiliki atau dibentuk kembali di momen perubahan kebijakan imigrasi tersebut. Tulisan ini menjelaskan bagaimana orang Jepang dan orang asing direpresentasikan di film Gintama Live-Action dengan menggunakan metode penelitian semiotika. Film Gintama Live-Action menggambarkan orang Jepang dan orang asing secara bervariasi baik positif dan negatif. Orang asing yang terdiri dari orang Barat dan orang Cina secara umum direpresentasikan sebagai liyan meskipun terdapat karakteristik positif dalam gambarannya. Orang Barat digambarkan sebagai orang yang kurang beradab, pengganggu kehidupan normal, dan inferior terhadap orang Jepang meskipun memiliki keunggulan di bidang teknologi. Gambaran positif dan negatif orang Jepang dan orang Barat terletak pada aspek kepedulian terhadap kebudayaan asli Jepang dan sikapnya terhadap kepentingan orang banyak. Orang Cina digambarkan lebih memiliki kemiripan dengan orang Jepang di mana mereka lebih beradab daripada orang Barat, menjalin hubungan persahabatan dengan orang Jepang, penuh harapan, dan memiliki vitalitas tinggi namun juga digambarkan sebagai ancaman bagi Jepang.

Kata Kunci: Representasi, Liyan, Semiotika, Film.