

ABSTRAK

Penelitian ini dilatarbelakangi oleh tingginya aspirasi kepemilikan hunian pada kelas menengah yang dihadapkan pada berbagai tantangan, seperti keterbatasan ekonomi, tingginya harga rumah, serta tanggung jawab keluarga. Permasalahan tersebut direpresentasikan dalam film *Home Sweet Loan* (2024) melalui pengalaman tokoh Kaluna dalam memperjuangkan kepemilikan rumah. Penelitian ini bertujuan untuk mengetahui potret aspirasi kepemilikan hunian kelas menengah dalam film *Home Sweet Loan* ditinjau dari level realitas, level representasi, dan level ideologi menurut semiotika John Fiske (1987).

Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis semiotika John Fiske. Data diperoleh melalui observasi nonpartisipan terhadap delapan *scene* yang relevan, dokumentasi berupa tangkapan layar dan transkrip dialog, serta studi pustaka. Analisis dilakukan berdasarkan tiga level pemaknaan John Fiske, yaitu level realitas, level representasi, dan level ideologi, sedangkan keabsahan data dilakukan melalui peningkatan ketekunan, triangulasi teori, dan penggunaan bahan referensi.

Hasil penelitian menunjukkan bahwa pada level realitas, potret aspirasi kepemilikan hunian dibangun melalui berbagai kode sosial, seperti perilaku, gestur, ekspresi wajah, lingkungan, dan cara bicara yang menggambarkan pentingnya rumah sebagai tempat tinggal yang layak. Pada level representasi, makna tersebut dibangun melalui penggunaan teknik sinematografi, tata cahaya, dialog, musik, dan unsur suara yang memperkuat pengalaman emosional tokoh dalam memperjuangkan kepemilikan hunian. Pada level ideologi, film memvisualisasikan pandangan bahwa kepemilikan hunian bagi kelas menengah merupakan kebutuhan yang berkaitan dengan kelayakan hidup, keamanan, privasi, dan kemandirian, bukan semata-mata kepemilikan aset. Simpulan penelitian menunjukkan bahwa rumah diposisikan sebagai ruang yang menopang kualitas hidup sehingga perjuangan untuk memperoleh maupun mempertahankan hunian menjadi bagian dari realitas kehidupan kelas menengah. Penelitian ini merekomendasikan agar penelitian selanjutnya menggunakan pendekatan analisis yang berbeda untuk memperkaya kajian penggambaran makna dalam media, serta menjadi referensi bagi sineas, pemerintah, maupun pemangku kebijakan dalam memahami isu kepemilikan hunian kelas menengah.

Kata kunci: Potret, Aspirasi Kepemilikan Hunian, Kelas Menengah, Film *Home Sweet Loan*, Semiotika John Fiske.

ABSTRACT

This research is motivated by the high aspiration for homeownership among the middle class, which is challenged by various factors, including economic constraints, rising housing prices, and family responsibilities. These issues are depicted in the film Home Sweet Loan (2024) through the experiences of the main character, Kaluna, in her struggle to own a house. This study aims to analyse the portrayal of middle-class homeownership aspirations in the film Home Sweet Loan based on the levels of reality, representation, and ideology in John Fiske's (1987) semiotic theory.

This study employed a qualitative approach using John Fiske's semiotic analysis. Data were collected through non-participant observation of eight relevant scenes, supported by documentation in the form of screenshots and dialogue transcripts, as well as a literature review. The data were analysed using John Fiske's three levels of meaning: the level of reality, the level of representation, and the level of ideology. The validity of the data was ensured through prolonged engagement, theory triangulation, and the use of supporting references.

The findings show that, at the level of reality, the depiction of homeownership aspirations is conveyed through various social codes, including behaviour, gestures, facial expressions, settings, and speech, which emphasise the importance of a house as a decent place to live. At the level of representation, these meanings are portrayed through cinematographic techniques, lighting, dialogue, music, and sound elements that reinforce the emotional experiences of the main character in pursuing homeownership. At the level of ideology, the film presents the view that homeownership for the middle class represents a fundamental need associated with decent living conditions, security, privacy, and independence, rather than merely the ownership of property as an economic asset. The study concludes that a house is positioned as a space that supports quality of life, making both the pursuit and the preservation of homeownership part of the lived reality of the middle class. This study recommends that future research employ different analytical approaches to enrich the study of meaning portrayal in media. Furthermore, the findings are expected to serve as a reference for filmmakers, the government, and policymakers in understanding the issue of middle-class homeownership.

Keywords: Portrayal, Homeownership Aspirations, Middle Class, Home Sweet Loan, John Fiske's Semiotics.