

ABSTRACT

Farid Abdillah. C0313017. A Portrayal of Social Movement in Ava DuVernay's Film *Selma*. Thesis. English Department. Faculty of Cultural Sciences. Universitas Sebelas Maret.

Selma is a film that portrays the voting right social movement between 1964 and 1965. This research aims to analyze the portrayal of said social movement through Collective Behaviour and Charismatic Leader approach, while using Fiske's semiotics theory to decipher the meaning. The results show that *Selma* uses specific settings to signify the formation of non-institutionalized social movement, depicts the social breakdown as a cause to the social movement, and also shows various forms of social movement. Moreover, Martin Luther King's persona as a charismatic leader is portrayed thoroughly, and the weakness of a social movement relying too much on its leader is apparent without proper support and routinization.

Keywords: Social movement, non-institutionalized, collective behavior, charismatic leader, routinization.