**ABSTRACT**

**Danny Novrian Egam Adipradana / 68150589 / 2019 / *"Queer" Representation of Freddy Mercury in Bohemian Rhapsody Film / Advisor*: Dr. Imam Nuraryo, S.Sos., M.A. (Comms).**

*The purpose of this study was to determine how the representation of social identity on the character Freddy Mercury in the Bohemian Rhapsody film. In his analysis includes three levels of concepts from John Fiske's semiotic analysis namely reality, representation, and existing ideology. This film tells the story of the main vocalist's journey from Queen's band Freddy Mercury.*

 *This study uses Queer theory, a theory that holds that there is no sexual orientation that is natural. This means that deviations occur when there is support from the individual environment. Over time, Queer's theory is also related to the role of a person who experiences sexual deviations such as lesbian, gay, bisexual, and transgender or often known to the public by the term LGBT.*

 *The research method used is qualitative. In collecting data, researchers used film observations and interviews. Film observations were made to record summaries of the film so that the information obtained could be developed more accurately and structured. Researchers also conducted interviews with several informants such as psychologists, film observers, and music observers.*

 *From the results of the study, the life of Freddy Mercury in the film is considered a social deviation, where he is trapped in a negative environment and violates religious norms. These social deviations include consuming drugs, hedonism, free sex, and becoming a member of the gay community. In the end, Freddy Mercury contracted HIV / AIDS. The level of Freddy Mercury's reality can be seen from the way he dresses, body gestures, expressions, behavior, and the environment around him. Then the representation of Freddy Mercury with a good story line, editing techniques from people who are professionals in their field, soundtrack music that reinforces the life story of a Freddy Mercury. And ideology by experts who can explain the life of a Freddy Mercury in this film.*

 *The conclusion is that in terms of Reality, the movements and expressions displayed by Freddy Mercury also reflect that he has a distorted self-identity. Being said to be deviant means that there are external influences in his life. Then in terms of Representation, that this film is not perfect because there is a mismatch in the life story of Freddy Mercury and even some scenes in the film are exaggerated by the film's producer. Next from the side of Ideology. The ideology described by a Freddy Mercury is that someone who has sexual deviations is often underestimated. It is said to be one-sided because someone who has done that violates the existing norms. Therefore, the LGBT community often gets pros & cons among the people.*

***Keywords: Social Identity, Queer Theory, Semiotics, Bohemian Rhapsody***