

ABSTRAK

Film *Buya Hamka Vol 1* mengisahkan perjalanan hidup Buya Hamka, ulama, sastrawan, dan pejuang kemerdekaan, dalam dakwahnya dan masa sulit di era pendudukan Jepang. Film ini menarik perhatian dengan 1 juta penonton dalam dua minggu. Penelitian ini menganalisis isi cerita film untuk memahami isu dan pesan yang disampaikan. Penelitian ini menggunakan teori analisis framing Pan dan Kosicki untuk menelaah penyampaian pesan dan pengemasannya melalui elemen sintaksis, skrip, tematik, dan retorik. Pendekatan kualitatif digunakan untuk interpretasi teks. Data dikumpulkan dari dokumen penelitian dan dianalisis dengan model framing struktur Pan dan Kosicki. Hasil analisis menunjukkan bahwa film ini mengandung pesan moral tentang kebaikan, seperti keteguhan iman, toleransi, dan nasionalisme. Buya Hamka digambarkan sebagai figur inspiratif yang teguh dalam dakwahnya dan membela kebenaran di tengah penjajahan. Penelitian ini menunjukkan bahwa film *Buya Hamka Vol 1* tidak hanya menghibur, tetapi juga menyampaikan pesan moral yang penting dan relevan dengan kehidupan saat ini.

Kata Kunci: Analisis Framing, Film, Pesan Moral, Buya Hamka.

ABSTRACT

Buya Hamka Vol 1 tells the life journey of Buya Hamka, a cleric, writer, and freedom fighter, in his da'wah and the difficult time in the Japanese occupation era. The movie attracted attention with 1 million viewers in two weeks. This research analyzes the content of the film's story to understand the issues and messages conveyed. This research uses Pan and Kosicki's framing analysis theory to examine the delivery of messages and their packaging through syntactic, script, thematic and rhetorical elements. A qualitative approach was used for text interpretation. Data were collected from research documents and analyzed with Pan and Kosicki's structural framing model. The results of the analysis show that this movie contains moral messages about goodness, such as firmness of faith, tolerance, and nationalism. Buya Hamka is portrayed as an inspirational figure who is steadfast in his preaching and defending the truth in the midst of colonization. This research shows that the movie Buya Hamka Vol 1 is not only entertaining, but also conveys moral messages that are important and relevant to life today.

Keywords: Framing Analysis, Film, Moral Message, Buya Hamka