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THE DYCOTOMY MYTH OF DOCTOR FIGURE IN DOCTOR STRANGE AND HEART ATTACK MOVIE

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Abstract

Medic and the attributes have a great charisma for the mass communication creator. It is include for the doctor figure. The doctor figure in the mass media representation can visualization as a majesty figure, smart, charisma, stiff and has a highly intellectuality level. So is the doctor figure has a success symbol in their profession. In the Doctor Strange and Heart Attack movie the doctor figure has been represented too. This research is trying to disassemble the doctor figure that represented in the Doctor Strange and Heart Attack movie. Is the doctor figure showed has a shifted of mythology or getting an affirmation. This research is using the popular culture theory and the analysis's knife is using the semiotics from Roland Barthes, so the pseudo power behind the movie will be showed. The conclusion of this research is the doctor figure has been symbolic transformation from edge to edge. The mass media product showed the anxiety of patient in order to face the paternalistic center ego of the doctor figure. It means that the myth of the doctor figure is still trying to become the dichotomy of the medic services. A human focus services or a business focus services. In the doctor strange, researcher found that doctor is still using business concept in their services. But it is different with the Heart Attack movie. Researcher found that doctor figure is still using human services concept.

Keywords: The Dichotomy Myth, Doctor Figure, Semiotics, Movie.
