

ABSTRACT

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Semiotic Analysis of Moral Messages in Loma Short Film

Keywords: Semiotics, Roland Barthes, Moral Messages, Short Film

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This research aims to analyse the semiotic meaning in a short film entitled 'LOMA' made for a competition festival held by KPK. The method used in this research is qualitative with a descriptive approach, which focuses on analysing the denotative, connotative, and mythical meanings contained in the film. The results showed that the film 'LOMA' not only conveys a strong moral message, but also reflects the cultural and social values prevailing in society. Through semiotic analysis, it was found that Loma's character is trying to get away from the negative stigma attached to her family, in the hope of becoming an honest and responsible individual. This research is expected to contribute to the development of semiotic studies in the context of film and mass communication.

Bibliography: 2013 - 2024