

ABSTRACT

Syifa Salsabila. 16818951.

The Moral Message In Ngeri-Ngeri Sedap Movie By Bene Dion Rajagukguk.

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(xiii + 59 + attachments)

This study aims to explore the meaning of the moral message about open communication between siblings in the semiotic film "Horrible-Horrible" by Charles Sanders Pierce. This research use descriptive qualitative approach. Charles Sanders Pierce's Triangle Theory is used to analyze the signs that appear in this film. The researcher is interested in knowing how these signs affect the audience's interpretation of sibling relationships. This research has important implications in understanding how film as a mass communication medium can influence people's mindsets and views about family and brotherhood relationships. In conclusion, good communication, empathy, openness, and harmony are key factors in building healthy and happy family relationships. This has a positive impact in forming strong emotional bonds between siblings and creating a family environment that is supportive and respectful. The results of the moral message contained in the film are based on the answers of informants, namely Pak Tjutju Sutedja, a cameraman and lecturer who teaches at the Faculty of Communication Sciences, Gunadarma University.

Bibliography (1987-2022)