

ABSTRACT

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*ANALYSIS OF SEMIOTICS OF MORAL MESSAGE FILM DRAMA KOREA
HOMETOWN CHA CHA CHA EPISODE 2*

Keywords: Film, Moral, Semiotics, Hometown Cha Cha Cha

(xi+45+Lampiran)

The purpose of this study is to represent the moral message in the drama film Hometown Cha Cha Cha Episode 2 and find out the meaning of denotation, connotation, and myth in the drama film Hometown Cha Cha Cha Episode 2. The theory used is Roland Barthes' Semiotic Theory. This research uses a qualitative approach and a constructivist paradigm. The object of this research is the Korean Drama Series Hometown Cha Cha Cha Episode 2. The results of this study show that the moral messages contained in the film include advising, respecting, cooperating, helping, and giving praise. In addition, the moral message is attractively described in it through the storyline, several dialogues between characters and scenes.

Bibliography (1987 - 2015)