Abstract

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Semiotic Analysis of Roland Barthes Moral Messages in Animated Film Soul

Keywords: Roland Barthes Semiotics Analysis, Moral Message, Soul Animated Film.

This film tells about the depiction of the life of the world which has twists and turns is felt by everyone, the bitter sweetness, live whatever life we choose and every choice has consequences and we must also be able to take time for ourselves, friends or family. This study aims to determine the meaning of denotation, connotation and the meaning of myth in the animated film Soul. This study uses a qualitative research method with a research approach to Roland Barthes' semiotic analysis study. This study uses several relevant theories, namely moral messages, films, analysis, semiotics, and Roland Barthes' semiotics. Data collection techniques were carried out using documentation, observation, library studies, and interviews. The results of this research show that 8 images of denotative, connotative, and mythical meanings were found. The moral message in this film can be applied in everyday life such as appreciating life more and remembering that every moment and time in life is very valuable.

Bibliography (2001-2021)