

ABSTRACT

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Roland Barthes Semiotics Analysis of Uramichi In Uramichi Oniisan Anime Series

Keywords : Honne and Tatemaes, Uramichi, Sign, Cultural Communication, Semiotic.

(x + 82 + attachments)

Communication is closely related to culture because it can influence the way humans interact. Various countries have popularized their culture through entertainment. One of them is Japan which implements its culture through animation or also known widely as anime. This study aims to determine the process of Barthes' semiotic study and also find *Honne* with *Tatemaes* in anime series on the genre *Slice of Life* entitled "Life lesson with Uramichi Oniisan" toward Uramichi as the main character. The method in this research is using a qualitative approach and depicted descriptively, with the technique of determining a *representative* sample and *snowball* to find the meaning of denotation, connotation, and myth in the image pieces obtained from the research object. The results show that there are ten snippets of pictures exhibiting *Honne* and *Tatemaes* on Uramichi that were conducted to imply the character is in good condition and to create a good image when dealing with other people or their social environment. As an interpretive analysis, semiotic analysis is very dependent on the insights possessed by researchers, namely in interpreting signs. Therefore, the suggestions in this study are the need for in-depth research through various literature sources and the ability to write that also plays a crucial role in determining the construction of arguments so that they can produce proper meanings.

Bibliography (2002-2021)