

ABSTRACT

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Semiotic Analysis of Moral Messages On a Movie A Million Dear To Him

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(viii + 48 + Attachments)

"Semiotic Analysis of Moral Messages On a Million Movies Unfortunately For Him"

This film tells the story of the struggle of a father who becomes a single parent living with his only daughter with affection. They live with simplicity and well-being. However, although living with simplicity and sufficiency does not make them unyielding to face a complicated life, they love each other. This research aims to find out the meaning of denotative, connotative, and myth in the film Million Dear To Him. In this study using qualitative research methods with Roland Barthes semiotic analysis study research approach. In this study used several relevant theories namely, moral messages, films, analysis, semiotics and semiotics Roland Barthes. Data collection techniques are conducted using documentation, observation, library studies, and interviews. The results of this study showed that the discovery of 5 scenes images of denotative, connotative, and mythical meanings. The results of this study show that the moral messages in this film are hardworking, honesty, humility, compassion, and responsibility.