

ABSTRACT

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Semiotic Analysis of Charles Sanders Peirce's Moral Message in the Film "Eyang Ti"

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(xii + 76 + Attachments)

This research aims to examine how the moral message is conveyed in the film "Eyang Ti", using Charles Sanders Peirce's semiotic analysis, therefore this research is entitled Semiotic Analysis of Charles Sanders Peirce's Moral Message in the Film "Eyang Ti". The author uses Charles Sander Peirce's semiotic theory which analyzes signs using a trichotomy, namely representament, object and interpretant. This research uses qualitative methods, by analyzing scenes that contain moral messages and conducting interviews with the film writer from the film "Eyang Ti". As a result of this research, the author found that there were 18 scenes that had a moral message in them. In conclusion, the author found 3 moral messages to be conveyed through the film "Eyang Ti". First, love our family before regretting it later, because if we don't have parents, we won't be able to change that. Second, the past cannot be changed, so be grateful for what has happened to us, and don't just look at the negative side, but also look at the positive side. And finally, forgiving each other is the key to solving problems, because of the self-awareness and humility we have, we can feel relieved and not burdened by a problem. The author hopes that this research can become reading material and guidance for further research that examines films using Charles Sanders Peirce's semiotic theory.

Bibliography: 1998-2023