

ABSTRACT

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Analysis of the Moral Message in the Movie Stealing Raden Saleh

Keywords : Moral Messages, Film, Semiotics, Roland Barthes

(ix + 52 + Attachment)

This study entitled "Analysis of Semiotics of Moral Messages in the Film Mencuri Raden Saleh". The purpose of this study is to analyze the moral message of the film "Mencuri Rdaen Saleh". The theory used to analyze this research is Mass Communication Theory, and Semiotic Analysis by Roland Barthes which consists of denotative meanings, connotative meanings, and myths contained in the film "Mencuri Raden Saleh". The research method used by researchers is qualitative in the form of semiotic analysis of the representation of the film Mencuri Raden Saleh. This research is focused on scenes that represent morality. The results of this study indicate that the film Mencuri Raden Saleh has a moral message in various aspects of life through the signs that appear both visually and verbally in each story. Thus it can be concluded that the characters and conversations in each scene represent a moral message.

Bibliography (1986 - 2021)