

ABSTRACT

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Semiotic Analysis of Roland Barthes And Moral Messages Geez And Ann Film

Keywords: Roland Barthes Semiotics Analysis, Geez And Ann Film, Moral, Moral Message.

(x + 78 + Appendices)

The purpose of this study is to determine the moral message contained in the film Geez and Ann. This film tells about the lives of two teenage couples who go through the twists and turns of life to build their love. Starting from commitment, responsibility, and trust will be tested in and finally destiny says otherwise, one of their relationships must be together, because they prioritize the wishes of their parents. This study uses a qualitative research method with Roland Barthes' semiotic analysis research approach, namely the meaning of denotation, connotation. This study uses several relevant theories, namely moral messages, morals, films, analysis, semiotics, and Roland Barthes' semiotics. The results of this study indicate that the moral function of adolescents according to Kohlberg has 3 levels of pre-conventional, conventional, and post-conventional morals. Data collection techniques used are documentation, observation, literature study, and interviews. The results of this study indicate that the discovery of 9 images of the meaning of denotation, connotation. The moral message in this film is that whatever life choice we choose, each of them has consequences that can make it comfortable or bitter, just like in a relationship, the good and the bad must be there and always prioritize the wishes of parents, namely showing effort and not run away from responsibilities, focus on education, love him, caring attitude towards him.

Bibliography (1998-2021)