

ABSTRACT

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Semiotic Analysis of Narrative Structure and Visual Communication in the Film "The Dark Knight"

Keywords: Semiotics, Film, Visual Communication, Batman

(xii + 57 + Appendices)

Semiotics is a scientific study or analytical method for studying signs in the context of scenarios, images, texts and scenes in a film, then turning them into something meaningful. This research aims to analyze and describe the denotative, connotative and mystical meanings in the film "The Dark Knight." This research uses a qualitative method with a descriptive approach to describe the narrative structure and visual communication in films. The analysis results show that the film succeeded in presenting a work that was not only visually entertaining, but also conveyed a complex narrative with in-depth character development. Through Roland Barthes' semiotic theory, denotative meaning analysis reveals the contrast between good and evil, which becomes the basis for moral conflict throughout the narrative. Connotations depict Gotham City as a symbol of moral complexity and chaos, while mythic analysis reveals a symbolic struggle between good (Batman) and evil (Joker).

Bibliography (2014-2023)