

ABSTRACT

Nadia Carolina Hardanti. AN ANALYSIS OF MORAL REPRESENTATION IN ELEMENTAL – FORCES OF NATURE ANIMATED FILM: AN ANALYSIS OF SEMIOTICS ROLAND BARTHES. Thesis. Pacitan: STKIP PGRI Pacitan, 2024.

Hidden meaning is found in every utterance and action that indicates the loss and love delivered by the director through the actors and plots in the animated film. The objectives of this study are 1) To define the denotation, connotation, and mythical meaning in the Elemental: Forces of Nature animated film, 2) to reveal the moral messages which are contained in the Elemental: Forces of Nature animated film. It is a study that focuses on the moral messages that are embedded in the dialogue and action of the actors in the film. In addition, the importance of this study is to provide knowledge about how can the narrative construction, character interactions and relations. Also thematic development will contribute in shaping viewers' ethical perceptions and judgments about temperament, discrimination, and external imposition in social life.

The researcher used qualitative method with linguistics type of study and focused on semiotics analysis. Observation and documentation technique was a research technique that is used to collect data. The analysis in this study will be guided by the concepts and theories of Roland Barthes' semiotics, involving the interpretation of denotation, connotation, and myth within the context of the film, also gaining an in-depth understanding of dialogues and actions between the actors in "Elemental: Forces of Nature" that depict the moral messages. Then, triangulation was carried out to establish credibility and dependability in this research.

As the results of this study have shown that there are 14 scenes containing three moral messages which are the focus of researcher in this animated film. The results were by applying a concept theory of denotation, connotation, and myth established by Roland Barthes. Furthermore, moral messages have been revealed in the film. The researcher employed three moral values, namely (a) temperament, there are four scenes that refer to the problems of the main character named Ember with her temperament issue (b) discrimination, there are five scenes data in the film that were presented which contained elements of discrimination, (c) external imposition data, there are five data that the main character experiences external imposition that occurs in her life.

The researcher suggest that other reaserchers conduct additional research and exploration into existing phenomena related to linguistics, as well as examine how influential film is pertaining moral in society. So that this study can be further developed and yield positive results.

Keywords: Moral messages, Animated Film, Dialogue, Action, Semiotics