

ABSTRAK

Firmansyah, Devan Iqbal, 2026. Analisis Semiotika Pesan Moral Dalam Film “Abadi Nan Jaya” (Teori Roland Barthes), Program Studi Ilmu Komunikasi, Fakultas Ilmu Sosial dan Ilmu Politik, Universitas Muhammadiyah Jember. Pembimbing : Dr. Sudahri. S.Sos., M.I.Kom

Kata kunci : semiotika, pesan moral, film Abadi Nan Jaya, Roland Barthes, komunikasi massa.

Penelitian ini berjudul “Analisis Semiotika Pesan Moral Dalam Film Abadi Nan Jaya (Teori *Roland Barthes*). dalam penelitian ini bertujuan untuk menganalisis pesan moral yang terkandung dalam film *Abadi Nan Jaya* menggunakan teori semiotika Roland Barthes. Pendekatan yang digunakan adalah kualitatif dengan metode deskriptif. Data penelitian diperoleh melalui pengamatan dan analisis terhadap elemen-elemen film, meliputi narasi, dialog, karakter, sinematografi, serta simbol-simbol visual yang muncul dalam adegan-adegan tertentu. Analisis dilakukan dengan mengkaji tiga lapisan makna menurut Barthes, yaitu denotasi, konotasi, dan mitos, untuk menelusuri bagaimana tanda-tanda dalam film membangun makna moral dan ideologis. Hasil penelitian menunjukkan bahwa film Abadi Nan Jaya menyampaikan pesan moral mengenai bahaya keserakahan, penyalahgunaan kekuasaan, serta pentingnya keseimbangan antara ambisi manusia, nilai etika, dan spiritualitas. Pada tingkat mitos, film ini merepresentasikan kritik terhadap kecenderungan masyarakat modern yang mengabaikan tanggung jawab moral demi kekuasaan dan keabadian. Penelitian ini memberikan kontribusi teoretis bagi kajian semiotika film serta memperkaya studi komunikasi moral dalam sinema Indonesia.

ABSTRACT

Firmansyah, Devan Iqbal. 2026. *Semiotic Analysis of Moral Messages in the Film “Abadi Nan Jaya” (Roland Barthes’ Theory)*. Communication Studies Program, Faculty of Social and Political Sciences, University of Muhammadiyah Jember. Supervisor: Dr. Sudahri, S.Sos., M.I.Kom.

Keywords: *semiotics, moral messages, Abadi Nan Jaya film, Roland Barthes, mass communication.*

This study is entitled *Semiotic Analysis of Moral Messages in the Film Abadi Nan Jaya (Roland Barthes’ Theory)*. The purpose of this research is to analyze the moral messages conveyed in the film *Abadi Nan Jaya* using Roland Barthes’ semiotic theory. Film, as a form of mass communication, functions not only as a medium of entertainment but also as a vehicle for transmitting moral values through symbolic visual and narrative signs. This research employs a qualitative approach with a descriptive method. The data were collected through observation and analysis of film elements, including narrative structure, dialogue, characters, cinematography, and visual symbols presented in selected scenes. The analysis applies Barthes’ three levels of meaning—denotation, connotation, and myth—to examine how signs in the film construct moral and ideological meanings. The findings indicate that the film *Abadi Nan Jaya* conveys strong moral messages concerning the dangers of greed, the abuse of power, and the importance of maintaining balance between human ambition, ethical values, and spirituality. At the level of myth, the film represents a critique of the tendencies of modern society to neglect moral responsibility in the pursuit of power and immortality. This study is expected to contribute theoretically to the development of film semiotic studies and to enrich moral communication research within the context of Indonesian cinema.