

**A SEMIOTIC STUDY OF DENOTATIVE AND
CONNOTATIVE MEANING IN THE MOVIE "BEAUTY
AND THE BEAST" (2017)**



By
Ines Puspita Sari

2018130117

**ENGLISH LANGUAGE AND CULTURE
DEPARTMENT FACULTY OF LANGUAGE AND CULTURE
DARMA PERSADA UNIVERSITY
JAKARTA
2022**

**A SEMIOTIC STUDY OF DENOTATIVE AND
CONNOTATIVE MEANING IN THE MOVIE "BEAUTY
AND THE BEAST" (2017)**

Submitted in part-fulfillment of requirements for obtaining
Sarjana Linguistik (S. Li) degree



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Ines Puspita Sari

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2022**

INTELLECTUAL PROPERTY STATEMENT PAGE

I hereby declare that the tem-paper is the result of my own work and not plagiarism of another work, the contents has become my responsibility. All the sources of my research and quoted or referenced have been stated correctly.

Jakarta, July 21, 2022






(Ines Puspita Sari)



LETTER OF APPROVAL

On recommendation of respective Supervisor, Academic Advisor, and Head of the Departement, the term-paper submitted by Ines Puspita Sari entitled “A Semiotic Study Of Denotative And Connotative Meaning In The Movie Beauty And The Beast (2017)” has been approved and forwarded to the English Language and Culture Department, Darma Persada University, for final evaluation before the thesis defense for obtaining *Sarjana Linguistik* (S.Li.) degree to the respective candidate.

Supervisor	Signature	Date
(Fridolini, S.S, M.Hum.)	 _____	Jakarta, July 21 , 2022
Head of English Language and Culture Department	Signature	Date
(Dr. Yoga Pratama, M.Pd.)	 _____	Jakarta, July 21 , 2022
Academic Advisor	Signature	Date
(Eka Yuniar Ernawati, S.S, M.Si.)	 _____	Jakarta, July 21 , 2022
Name	: Ines Puspita Sari	
Student Number	: 2018130117	

TERM PAPER VALIDATION

On August 04, 2022, the term paper has been academically tested and defended in front of

THE BOARD EXAMINERS

Ones of whom sit as follow

Advisor


.....
Fridolini, S.S, M.Hum.

Examiner

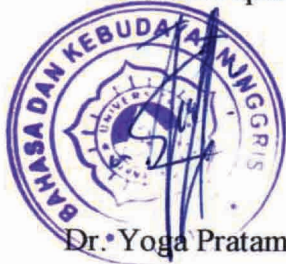

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Rheinatus Alfonsus Beresaby,
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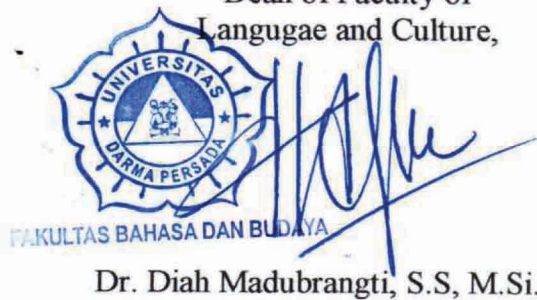

.....
Alia Afiyati S.S., M. Pd

Legally validated in Jakarta on August 15, 2022

Head of English Language and
Culture Department,



Dean of Faculty of
Langugae and Culture,



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A SEMIOTIC STUDY OF DENOTATIVE AND CONNOTATIVE MEANING IN THE MOVIE "BEAUTY AND THE BEAST" (2017)

Ines Puspita Sari

ABSTRACT

This thesis is entitled "Semiotic Study of Denotative and Connotative Meaning in the Movie Beauty And The Beast (2017)" which aims to reveal the meaning of the movie "Beauty and The Beast". This study focuses on answering the following two problem formulations: 1) The meaning of the signifier, signified, denotative, connotative, and mythical in the movie "Beauty and The Beast" and 2) Revealing the moral message contained in the movie "Beauty and The Beast". This study uses a qualitative approach with qualitative descriptive methods, The results of this study are as follows, there are 17 tables with a total of 46 signifier and signified from all scenes in the movie. In the movie "Beauty and The Beast" talks a lot about roses, roses have a signifier that is a flower with many petals and have thorns on their stems, have a signified that roses are a symbol of beauty, passion and love and have a myth that roses are a decisive symbol human life and death. The conclusion of this study is that the sign that has a hidden meaning from this film has both positive and negative sides. On the positive side, this video shows how a person survives by always believing in himself and being kind to others. On the negative side, this video shows how people live with selfishness and lack of empathy for others.

Keywords : *Movie, Beauty and The Beast, Semiotic Study, Signifier, Signified*



KAJIAN SEMIOTIKA MAKNA DENOTATIVE DAN KONOTATIVE DALAM FILM “BEAUTY AND THE BEAST” (2017)

Ines Puspita Sari

ABSTRAK

Skripsi ini berjudul “Studi Semiotik Makna Denotatif dan Konotatif dalam Film Beauty And The Beast (2017)” yang bertujuan untuk mengungkap makna dari film “Beauty and The Beast”. Penelitian ini berfokus untuk menjawab dua rumusan masalah berikut: 1) Makna penanda, petanda, denotatif, konotatif, dan mitos dalam film “Beauty and The Beast” dan 2) Mengungkap pesan moral yang terkandung dalam film “Beauty and The Beast” The Beast”. Penelitian ini menggunakan pendekatan kualitatif dengan metode deskriptif kualitatif, Hasil dari penelitian ini adalah sebagai berikut, terdapat 17 tabel dengan total 46 signifier dan signified dari seluruh adegan dalam film. Dalam film “Beauty and The Binatang” banyak berbicara tentang mawar, mawar memiliki penanda yaitu bunga dengan banyak kelopak dan memiliki duri di batangnya, memiliki petanda bahwa mawar adalah simbol keindahan, gairah dan cinta dan memiliki mitos bahwa mawar adalah simbol yang menentukan kehidupan dan kematian manusia Kesimpulan dari penelitian ini adalah bahwa tanda yang memiliki makna tersembunyi dari film ini memiliki sisi positif dan negatif. Sisi positifnya, video ini menunjukkan bagaimana seseorang bertahan dengan selalu percaya pada dirinya sendiri dan bersikap baik kepada orang lain. Sisi negatifnya, video ini menunjukkan bagaimana orang hidup dengan egoisme dan kurangnya empati terhadap orang lain.

Kata kunci : *Film, Beauty and The Beast, Studi Semiotik, Penanda, Petanda*

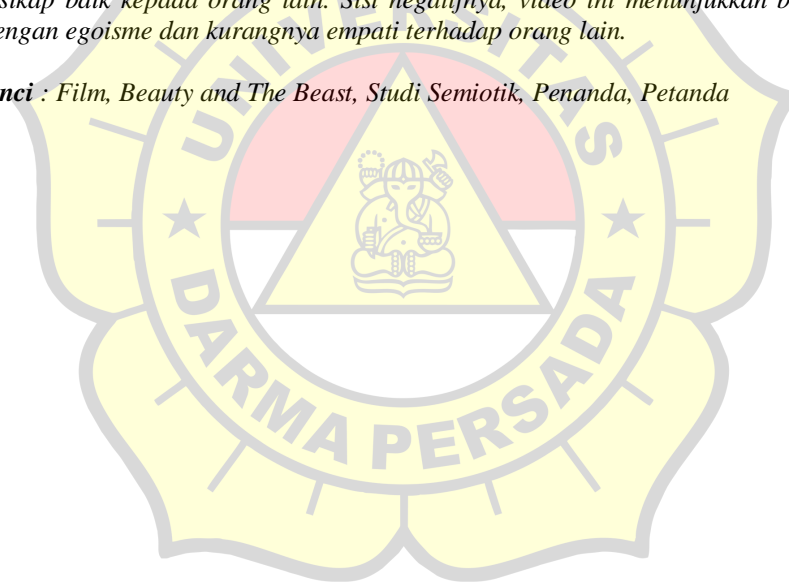


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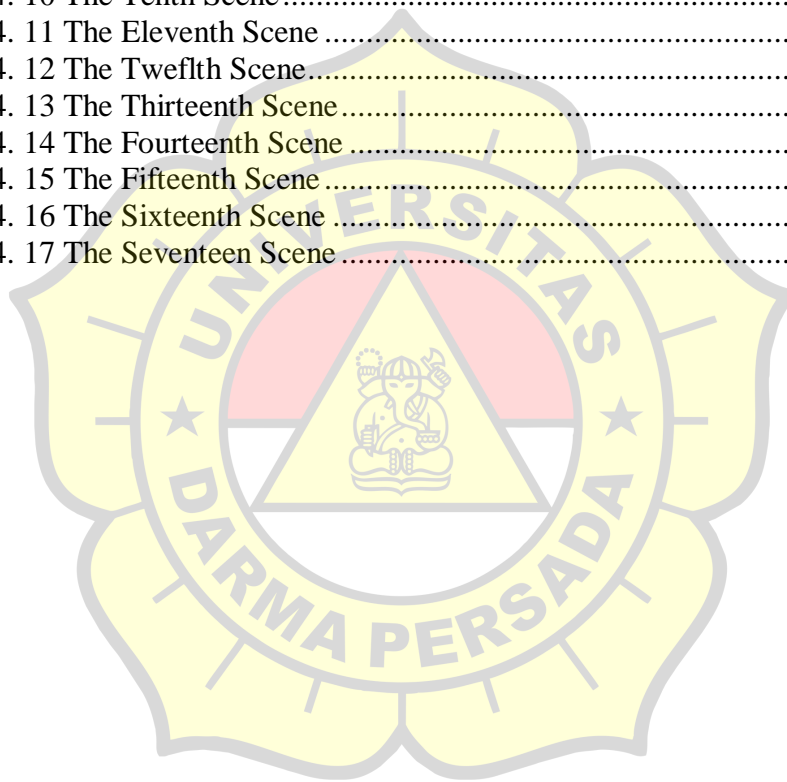
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