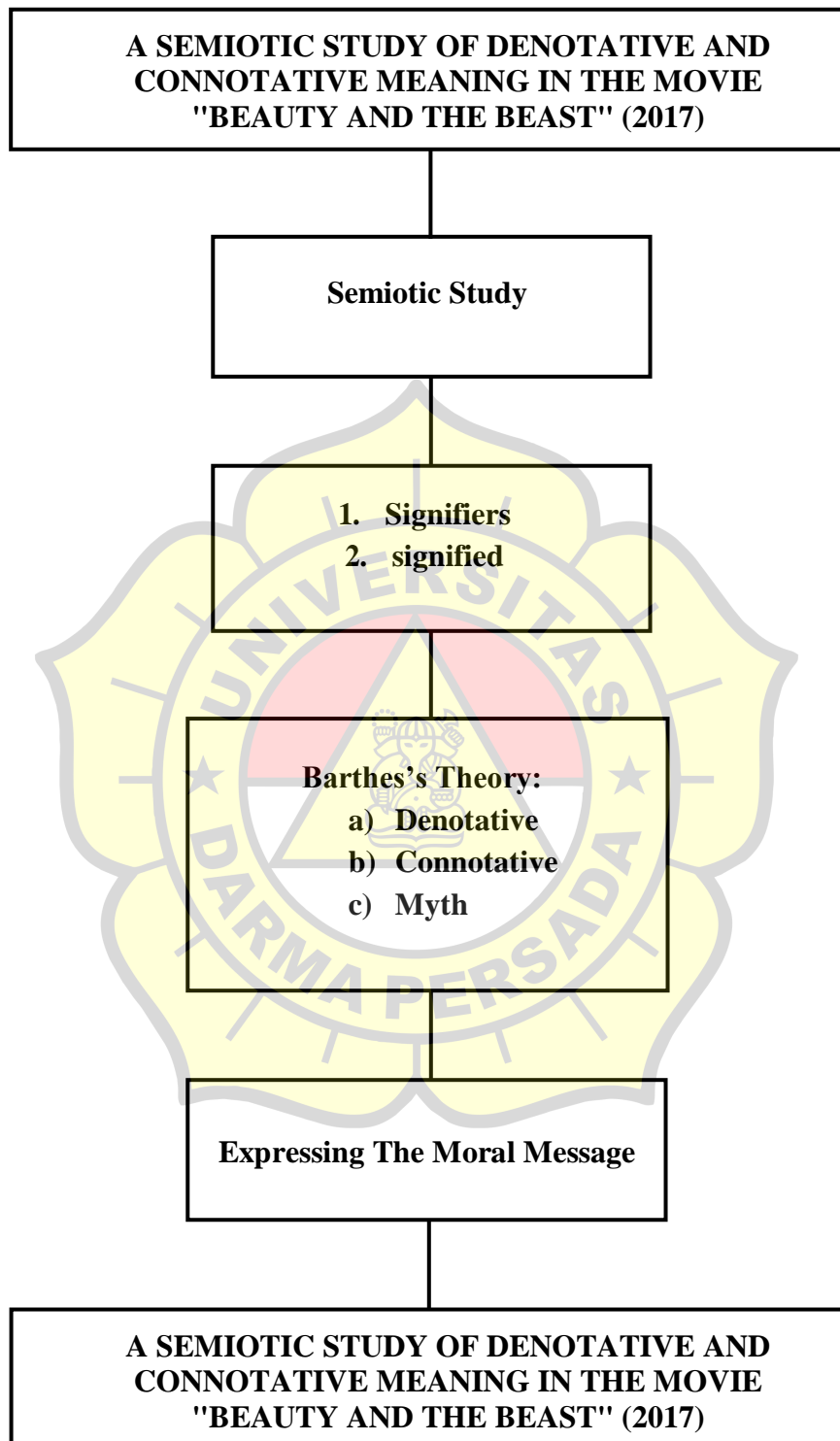


**APPENDIX 1  
SCHEME OF THE REASEARCH**



## APPENDIX 2

### POSTER OF THE REASEARCH



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

BY INES PUSPITA SARI  
(2018130117)



**BACKGROUND OF THE PROBLEM**

Watching English movies has positive impact on improving listening skill as well as on speaking skill. Correct pronunciation is also enhanced by watching English movies. English movies also help to increase vocabulary. If tired of books and learning difficult grammar and vocabulary, then watch some classic Hollywood movies. And of course, it can improve to learn English at the same time. Usually in the movie there are certain pictures or symbols that are meaningful about something we did not expect. Talking about meaning, in language there is a special science called semiotics. In this research, I chose a movie entitled "Beauty and The Beast" in 2017 as the object. This study wants to analyze the symbols contained in the movie.

**FORMULATION OF THE PROBLEM**

1. What are the signifiers, signified, denotative, connotative and myth meaning found in the movie "Beauty And The Beast" 2017 ?
2. What is the moral message in the movie "Beauty And The Beast" 2017?

**OBJECTIVE OF THE RESEARCH**

1. To find out the signifiers, signified, denotative, connotative and myth meaning in the movie "Beauty And The Beast" 2017.
2. Expressing the moral message contained in the movie "Beauty And The Beast" 2017 through the meaning of the signs that have been found.



**RESEARCH METHOD**

This research uses a qualitative approach and the method used for this research is a qualitative descriptive method to analyze the signifier and signified and then analyze them as denotative, connotative and mythical meanings.

**RESEARCH FINDING**

Signifier and signified used in this study to find hidden meanings in the form of denotative, connotative, mythical meanings. Then, ending with looking for a moral message in the film "Beauty And The Beast" (2017)

**CONCLUSION**

I have classified the movie into 17 scenes with signifier and signified. Due to certain scenes, signs in the movie have both positive and negative sides. The positive side that I understand as a researcher is that the movie "Beauty and the Beast" teaches about sincerity and love in the family, doing good to others and loving others regardless of physical appearance. This movie also teaches about how what looks good is not necessarily a good heart, as well as what looks bad is not necessarily a bad heart.

The negative side that I understand from this movie is that sometimes humans have an arrogant, impolite, selfish attitude and have no sense of empathy with others. In short, my research is still far from perfect.



# APPENDIX 3 PRESENTATION SLIDES

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

Ines Puspita Sari  
2018130117

ENGLISH LANGUAGE AND CULTURE DEPARTMENT PROGRAM  
DARMA PERSADA UNIVERSITY  
JAKARTA 2022

**Gratitude to :**

Examiner  
Nainatus Alifonsus Beresaby,  
SE, M.Hum.

The Head of Board Examiner  
Alia Afyati S.S., M. Pd

Advisor  
Fridolini, S.S, M.Hum.

**BACKGROUND OF THE PROBLEM**

**IDENTIFICATION OF THE PROBLEM**

Based on images from each scene, sounds, dialogues, signs, symbols and characters displayed has its own meaning. I identify that movie makers wanted to convey the implied meaning of every visible sign or symbol. I will express the meaning of signs, symbols and other meanings seen in the movie using denotative and connotative meanings.

**FORMULATION OF THE PROBLEM**

1. What are the signifiers, signified, denotative, connotative and myth meaning found in the movie "Beauty And The Beast" 2017?
2. What is the moral message in the movie "Beauty And The Beast" 2017?

**FRAMEWORK OF THE THEORIES**

**Review of Previous Study**

- "Mythology Of Career Woman In Jipso Film (Study Of Roland Barthes Semiotic Analysis)" by Mutlia Rahayu (2020)
- "Representation of Social Class In Film (Semiotic Analysis of Roland Barthes Film Parasite)" by Vicky Dhuaya (2020)
- "The Potential of General Sudirman's Short Film as Learning Media in National Events of the Colonial Periods Material for Fifth Grades & Semiotic Analysis" by Encep Supriatna and Ratu Tiara Savita (2021)

**METHOD OF THE RESEARCH**

**Research Finding and Analysis**

**DATA ANALYSIS**

**Signifier:**  
A red rose plant with green stems and leaves growing in front of the castle.

**Signified:**  
Red roses symbolize beauty, passion and love.

**Denotative Meaning:**  
Red roses are planted and grown in the castle grounds. Roses are beautiful flowers and have a fragrant smell and have thorny stems, rose petals are layered and have many colors other than red.


**Connotative Meaning:**  
Because of its sweet smell, beautiful shape to look at, roses in the castle grounds are considered to beautify the castle. Its thorny trunk is considered a form of castle defense and safety.


**Myth:**  
Some people believe that roses are not only plants but as a symbol of beauty, but roses can absorb negative energy like magic. Besides that roses can also cause bad luck if planted in front of their house or residence.


## APPENDIX 3


### PRESENTATION SLIDES

#### DATA ANALYSIS


 Analyzed signs in the movie "Beauty and the beast" 2017 using the semiotic theory of Ferdinand de Saussure and Roland Barthes, then I also add a moral message contained in this movie.

 There are 17 scenes in the movie "Beauty And The Beast" 2017

 The hidden meaning in this movie "Beauty and The Beast" has a meaning about life and love that is sincere regardless of the physical. From the beginning to the end of the scene, it is shown the simple life and life of a noble who is cursed with the whole castle.




#### CONCLUSION

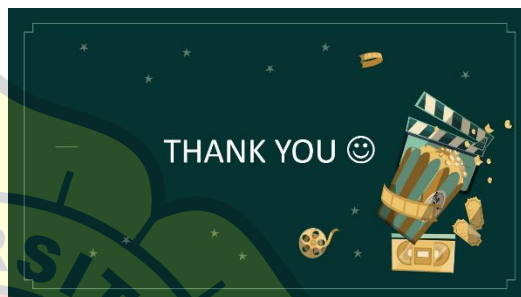


- 1 The meaning that the movie "Beauty and the Beast" 2017 wants to convey in general has been conveyed to the reader through the analysis I did.
- 2 Due to certain scenes, signs in the movie have both positive and negative sides.

#### CONCLUSION




- 3 Due to certain scenes, signs in the movie have both positive and negative sides.
- 4
  - The positive side is that the movie "Beauty and the Beast" teaches about sincerity and love in the family, doing good to others and loving others regardless of physical appearance.
  - The negative side is that sometimes humans have an arrogant, impulsive, selfish attitude and have no sense of empathy with others.



**APPENDIX 4**  
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APPENDIX 5  
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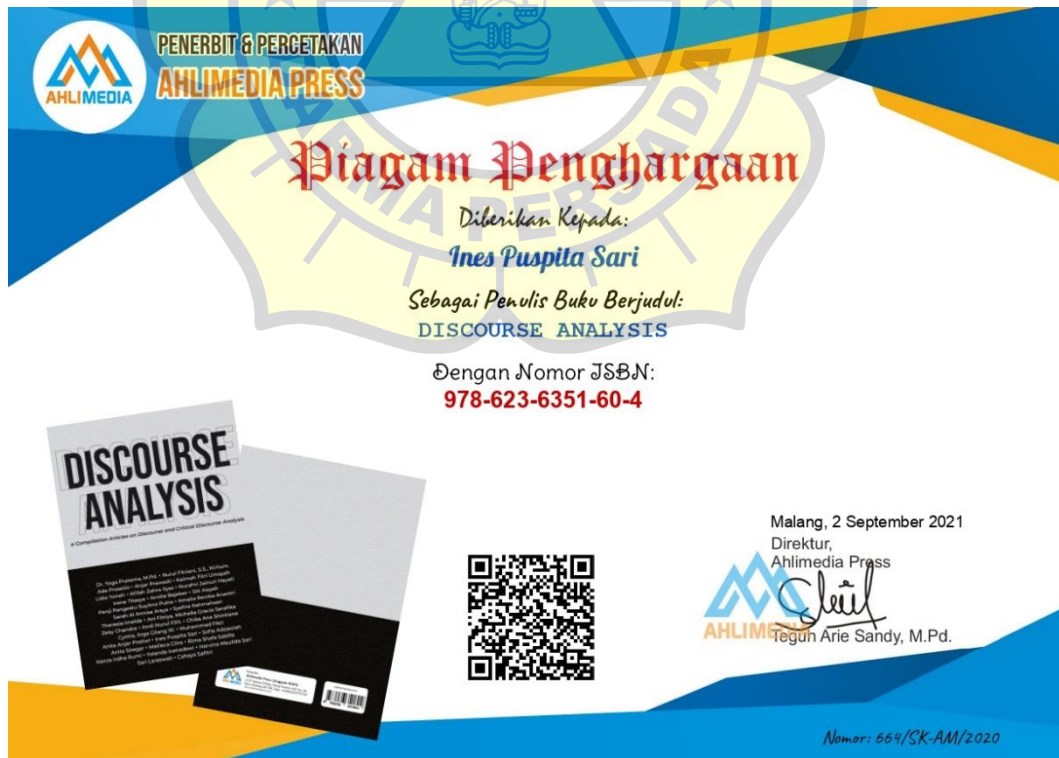
***Jnes Puspita Sari***

Atas Partisipasinya Sebagai Peserta Seminar Online:  
“KIAT MENULIS SKRIPSI : MENEMUKAN METODE  
YANG TEPAT BAGI PENELITIAN”

Yang Diselenggarakan Oleh  
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12 April 2021


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APPENDIX 5  
CERTIFICATES





**APPENDIX 6**  
**TERM-PAPER COUNSELLING FORM**

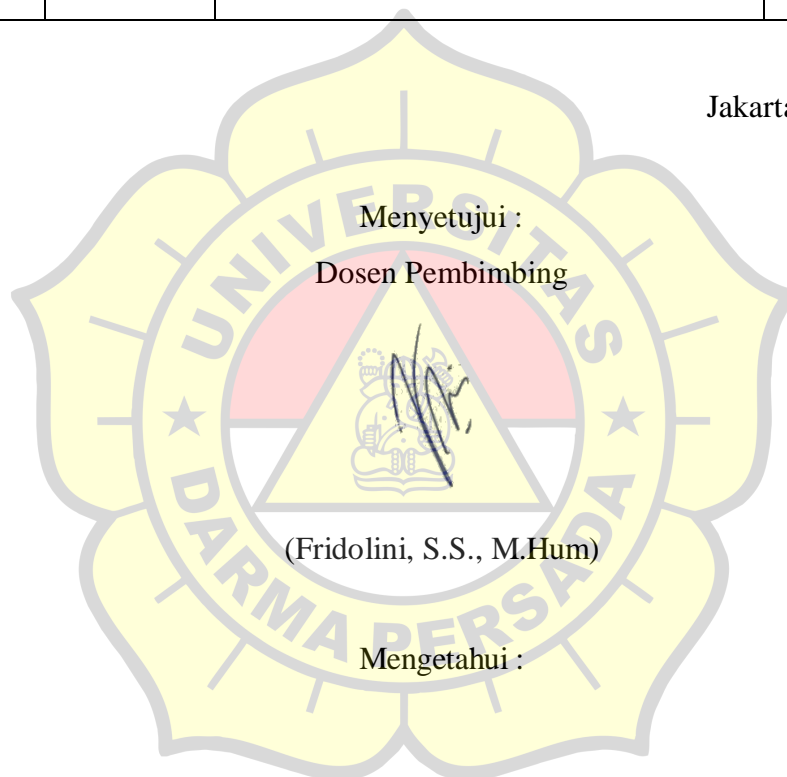
Nama Mahasiswa : Ines Puspita Sari  
 Dosen Pembimbing : Fridolini, S.S., M.Hum  
 Judul Skripsi : Semiotic Study of Denotative and Connotative  
 Meaning in the Movie Beauty and The Beast (2017)  
 Mulai Bimbingan : Selasa, 05 April 2022  
 Tahun Akademik : 2021 / 2022

No.	Hari & Tanggal	Catatan Pembimbing	Paraf
1.	Selasa, 05 April 2022	Dosen mengecek <i>power point</i> yang berisi ringkasan penelitian, dan memberi tahu tentang teknis penulisan skripsi dikatakan harus mengetahui topik, harus mengetahui ingin meneliti seperti apa, harus bisa mengatur waktu agar bisa selesai tepat waktu. Lalu, langsung lanjut ke Bab 4 tetapi harus menyambung dengan Bab 2 dan Bab 3.	
2.	Senin, 13 Juni 2022	Dosen mengecek Bab 1 – Bab 4. Dikatakan pada Bab 1, latar belakang masalah jangan terlalu panjang, ringkas saja. Pada sistematika penelitian harus diakhiri dengan memberitahu apa perbedaan penelitian yang diambil dengan penelitian milik orang lain. Pada Bab 4 dipikirkan cara analisisnya agar mudah untuk dipahami.	
3.	Selasa, 12 Juli 2022	Pada Bab 2 dalam <i>Previous related Studies</i> , judul pada tiap jurnal jangan memakai huruf kapital semua, cukup di awal setiap kata saja.	
4.		Pada Bab 2, teori dipersempit agar sesuai	



	Minggu, 17 Juli 2022	dengan yang ingin dipakai pada analisis. Lalu, Pada Bab 4, analisis kurang berkesinambungan antara satu dengan yang lainnya. Harus diperbaiki analisisnya dengan jelas sampai sebelum waktu verifikasi. Format <i>margin</i> , spasi harus rapih.	
5.	Selasa, 19 Juli 2022	Dosen mengingatkan untuk mengecek <i>grammar</i> pada penulisan skripsi, serta mengecek kembali apakah Bab 1 – Bab 5 sudah minimal 55 halaman atau belum.	

Jakarta, 21 Juli 2022



Menyetujui :  
Dosen Pembimbing

(Fridolini, S.S., M.Hum)

Mengetahui :

Pembimbing Akademik



(Eka Yuniar Ernawati, S.S., M.Si)

Ketua Pogram Studi

S-1 Bahasa dan Kebudayaan Inggris



(Dr. Yoga Pratama, M. Pd)

**APPENDIX 7**  
**CURRICULUM VITAE**

# INES PUSPITA SARI



English Language and Culture

+6282112647148

inespuspita@gmail.com

I became a student at Darma Persada University majoring in English Language and Culture, then I took Linguistics specialization. I really like various languages, especially Indonesian, English, Korean. In addition, I really like the arts, especially traditional dance and music because art is freedom. I'm also a hard worker, responsible, adaptable.

## SKILLS

- English Language
- Microsoft Word, Excel
- Traditional Dance
- Sing

## EDUCATION

- Kencana Kindergarten (2005 - 2006)
- 10 Elementary School (2006 - 2012)
- 194 Junior High School (2012 - 2015)
- Perguruan Rakyat 2 Vocational High School (2015 - 2018)
- Darma Persada University (2018 - 2022)

## JOB EXPERIENCES

- Perguruan Rakyat 2 Vocational High school as Choir Extracurricular Coach (2015 - 2020)

## ORGANIZATION EXPERIENCES

- Traditional Dance Studio (2006 - 2012)
- Traditional Dance Extracurricular (2012-2015)
- Choir Extracurricular (2012 - 2015)
- Intra-School Students Organization (2015 - 2018)
- Choir Extracurricular (2015 - 2018)
- Theater Extracurricular (2015 - 2017)
- PSM Taradhika as Member (2018-2021)
- PSM Taradhika as Vice Chairman (2021 - 2022)

## ACHIEVEMENTS

- Participants in Mass Dance at the 51st National Scout Day Commemoration Ceremony (2012)
- Outstanding Students as Participants in the Junior High School Science Competition (2013)
- Liga Sastra (UNSADA) as a song cover contest participant (2021)
- Author of the Book entitled "Discourse Analysis" (2021)
- Liga Sastra (UNSADA) as a judge for the song cover competition (2022)