

**SEMIOTICS ANALYSIS OF MORAL VALUE ON “RAYA AND
THE LAST DRAGON” MOVIE (2021)**

TERM PAPER



By

TIFFANY ANINDITA

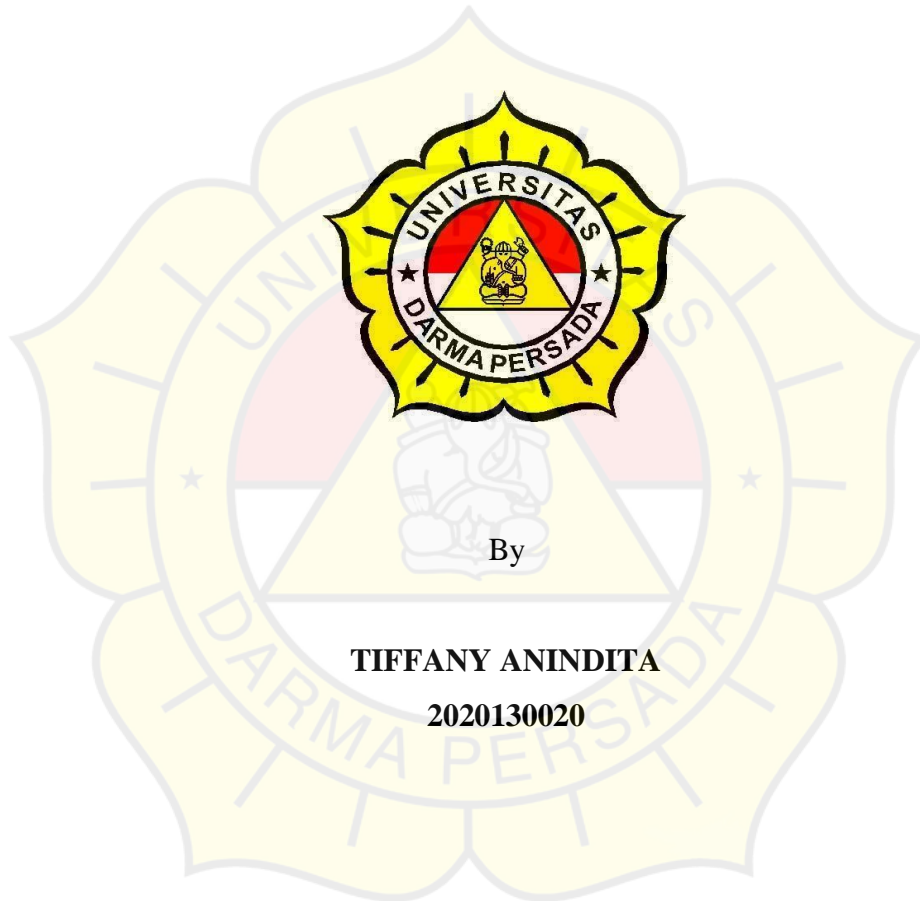
2020130020

**ENGLISH LANGUAGE AND CULTURE DEPARTMENT
FACULTY OF LANGUAGE AND CULTURE
DARMA PERSADA UNIVERSITY
JAKARTA
2024**

**SEMIOTICS ANALYSIS OF MORAL VALUE ON “RAYA AND
THE LAST DRAGON” MOVIE (2021)**

TERM PAPER

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



**ENGLISH LANGUAGE AND CULTURE DEPARTMENT
FACULTY OF LANGUAGE AND CULTURE
DARMA PERSADA UNIVERSITY
JAKARTA
2024**

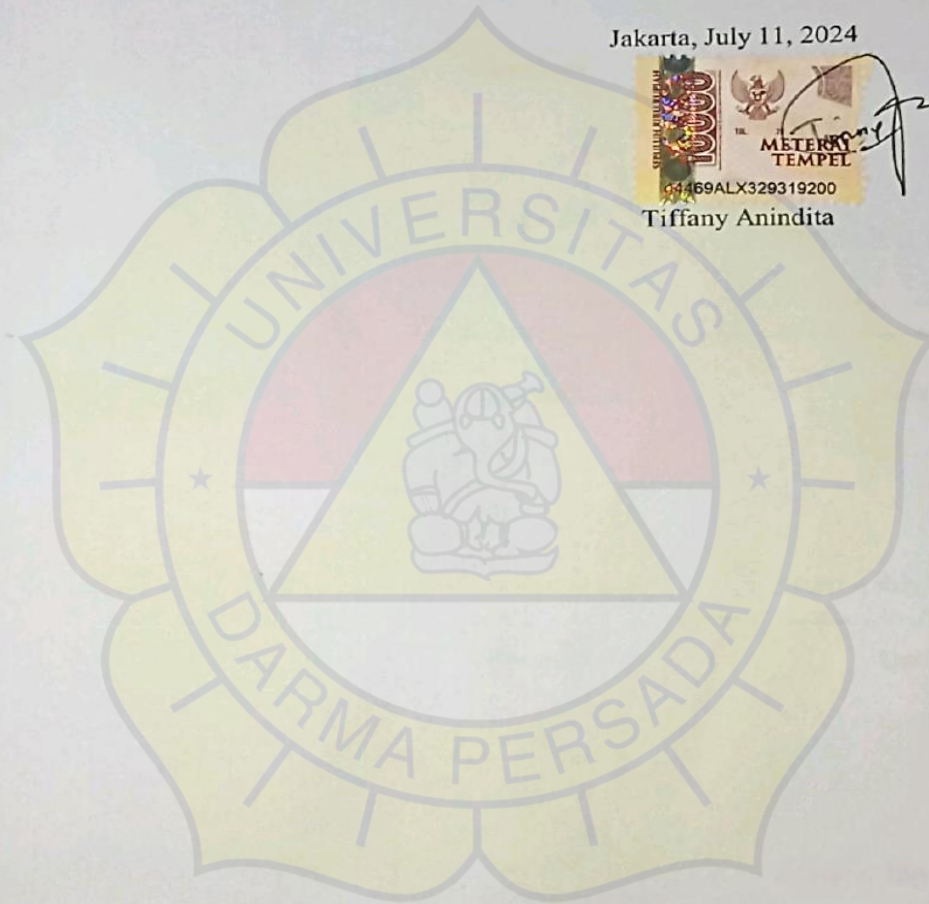
INTELLECTUAL PROPERTY STATEMENT

I hereby declare that the term-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 11, 2024

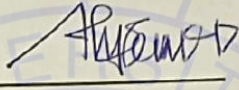

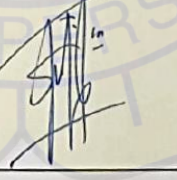


Tiffany Anindita



LETTER OF APPROVAL

On recommendation of respective Supervisor, Academic Advisor, and Head of the Department, the term-paper submitted by Tiffany Anindita entitled "SEMIOTICS ANALYSIS OF MORAL VALUE ON 'RAYA AND THE LAST DRAGON' MOVIE (2021)" 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
(Alia Afiyati, S.S., M.Pd.)		Jakarta, July 11, 2024
Head of English Language and Culture Department	Signature	Date
(Dr. Yoga Pratama, S.S., M.Pd.)		Jakarta, July 11, 2024
Academic Advisor	Signature	Date
(Dr. Yoga Pratama, S.S., M.Pd.)		Jakarta, July 11, 2024
Name	: Tiffany Anindita	
Student Number	: 2020130020	


TERM PAPER VALIDATION

On July 31th, 2024, the term paper has been academically tested and defended in front of

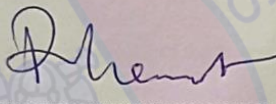
THE BOARD OF EXAMINERS

Ones of whom sit as follow

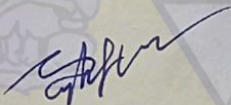
Advisor


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

Examiner



:
Rheinatus Baresaby, M. Hum

Head Board of Examiners


:
Syarif Hidayat S.S., M.Hum.

Legally validated in Jakarta on August 14th, 2024.

**Head of English Language and
Culture Department**


(Dr. Yoga Pratama, S.S., M.Pd.)

**Dean of Faculty Of
Language and Culture**


FAKULTAS BAHASA DAN BUDAYA
(C. Dewi Hartati, S.S., M. Si.)

ACKNOWLEDGEMENT

I would like to express my gratitude for the mercy and blessings of God. I am pleased to announce that I have completed my term paper titled "Semiotics Analysis of Moral Value on 'Raya and the Last Dragon' Movie (2021)." This paper is being submitted to the English Language and Culture Department at Darma Persada University as part of the requirements for obtaining my Strata-One (S-1) degree. I want to extend my sincere thanks to all those who have guided and supported me in completing this term paper.

My gratitude extends to all who have contributed to its completion, and their names are listed as follows:

1. Dr. Yoga Pratama, S.S., M.Pd., Head of English Language and Culture Department as the academic advisor who is always there for me if I have college-related problems.
2. Alia Afiyati, S.S., M.Pd., as the supervisor who guided me and patiently helped me prepare this research.
3. Syarif Hidayat S.S., M.Hum., as the headboard of the examiner.
4. Rheinatus Baresaby, M. Hum. as the examiner.
5. All my lectures were in the employee class, especially Mr. Ian, Mr. Agustinus, Miss Nurul, Ma'am Frido, and Ma'am Eka. Thank you for your support, joy, and guidance during my studies.
6. My beloved partner Filipus Marselinus thank you for all the support with unconditionally love, prayer, and patience, that are everything for me.
7. Ayah Ugi and Ibu Neneng Nadiah thank you for always support me with your unconditionally love.
8. All my parents and my sisters as the role model of life Winnie G and Amalia B, thank you for all the support and patience.
9. My cousins and nephews who always stay beside and celebrating all the things that i've done.
10. All my friends thank you for always supporting me to finish this term paper, especially Nadya and Kak Tevti.
11. Tiffany Anindita. Thank you for completing this part. Let's start a new journal..

Jakarta, July 11th, 2024

SEMIOTICS ANALYSIS OF MORAL VALUE ON RAYA AND THE LAST DRAGON MOVIE (2021)

Tiffany Anindita
Tiffany.Anindita@gmail.com

ABSTRACT

This study aims to create the meaning of moral messages in the film "Raya and The Last Dragon" by dividing signs into expressions and depictions of each scene. This study aims to find out how the characters in the film "Raya and The Last Dragon" are represented. By using qualitative content analysis methods and involving a semiotic analysis research approach conducted by Ferdinand De Saussure, this study creates meaning in each shot and scene in the film "Raya and The Last Dragon" and tries to find signs that often appear that will aid in the analysis of moral messages. The analysis was carried out by focusing on visual and verbal signs. The results of the study provide moral messages from each character in the form of hard work, having a spirit of unity, mutual trust, cooperation, and mutual cooperation. This scene also shows the characters of Raya and Namaari who are tough, intelligent, and able to lead and make decisions. In short, this study provides moral messages through a semiotic lens.

Keywords: Moral Message, Semiotics, Raya And The Last Dragon, Visual Signs, Verbal Signs.

SEMIOTICS ANALYSIS OF MORAL VALUE ON RAYA AND THE LAST DRAGON MOVIE (2021)

Tiffany Anindita
Tiffany.Anindita@gmail.com

ABSTRAK

Penelitian ini bertujuan untuk menciptakan makna pesan moral dalam film “Raya And The Last Dragon” dengan membagi tanda-tanda menjadi ekspresi dan penggambaran setiap adegan. Penelitian ini bertujuan untuk mengetahui bagaimana tokoh-tokoh dalam film “Raya And The Last Dragon” direpresentasikan. Dengan menggunakan metode analisis isi kualitatif dan melibatkan pendekatan penelitian analisis semiotika yang dilakukan oleh Ferdinand De Saussure, penelitian ini menciptakan makna pada setiap shot dan adegan dalam film “Raya And The Last Dragon” dan mencoba menemukan tanda-tanda yang sering muncul yang akan menjadi analisis pesan moral. Analisis dilakukan dengan memusatkan perhatian pada tanda visual dan tanda verbal. Hasil penelitian memberikan pesan moral dari setiap karakter berupa kerja keras, hati-hati, mempunyai semangat persatuan, saling percaya, kerjasama dan gotong royong. Adegan ini juga menampilkan karakter Raya dan Namaari yang tangguh, cerdas, serta mampu memimpin dan mengambil keputusan. Singkatnya, penelitian ini memberikan pesan moral melalui lensa semiotik.

Kata Kunci : Pesan Moral, Semiotika, Raya And The Last Dragon, Tanda Visual, Tanda Verbal.

TABLE OF CONTENTS

INTELLECTUAL PROPERTY STATEMENT PAGE	i
LETTER OF APPROVAL.....	ii
TERM PAPER VALIDATION	iii
ACKNOWLEDGEMENT	iv
ABSTRACT	v
ABSTRAK.....	vi
TABLE OF CONTENTS.....	vii
CHAPTER 1: INTRODUCTION.....	9
1.1. Background of the Problem	9
1.2. Identification of the Problem.....	12
1.3. Limitation of the Problem	12
1.4. Formulation of the Problem	12
1.5. Objective of the Research	13
1.6. Benefit of the Research.....	13
1.7. Systematic Organization of the Research	13
CHAPTER 2: THEORETICAL FRAMEWORK	15
2.1. Definition Of Semiotics	15
2.1.1 Semiotics by Ferdinand de Saussure.....	19
2.2. Film.....	22
2.3. Moral Value	24
2.4. Previous Related Studies.....	26
CHAPTER 3: RESEARCH METHOD.....	28
3.1. Time and Location.....	28
3.2. Research Approach and Method	28
3.3. Research Object and Data	30
3.4. Data Collection Technique.....	31
3.5. Data Analysis Technique	33

**CHAPTER 4: SEMIOTICS ANALYSIS OF MORAL VALUE ON
RAYA AND THE LAST DRAGON MOVIE (2021)**

4.1 The analysis of semiotic signs in each shot of the scene film Raya And The Last Dragon 36

4.1.1 The analysis of semiotic signs in scene 1 37

4.1.2 The analysis of semiotic signs in scene 2 38

4.1.3 The analysis of semiotic signs in scene 3 39

4.1.4 The analysis of semiotic signs in scene 4 41

4.1.5 The analysis of semiotic signs in scene 5 42

4.1.6 The analysis of semiotic signs in scene 6 44

4.1.7 The Analysis Of Semiotic Signs In Scene 7 46

4.1.8 The Analysis Of Semiotic Signs In Scene 8 48

CHAPTER 5: CONCLUSION 49

REFERENCE..... 52

APPENDIX 1: SCHEME OF THE RESEARCH 53

APPENDIX 2: POSTER OF THE RESEARCH 54

APPENDIX 3: PRESENTATION SLIDES 55

APPENDIX 4: TOEIC CERTIFICATE 57

APPENDIX 5: CERTIFICATES..... 58

APPENDIX 6: TERM-PAPER COUNSELLING FORM..... 61

APPENDIX 7: TURNITIN RESULT..... 63

APPENDIX 8: CURRICULUM VITAE..... 65