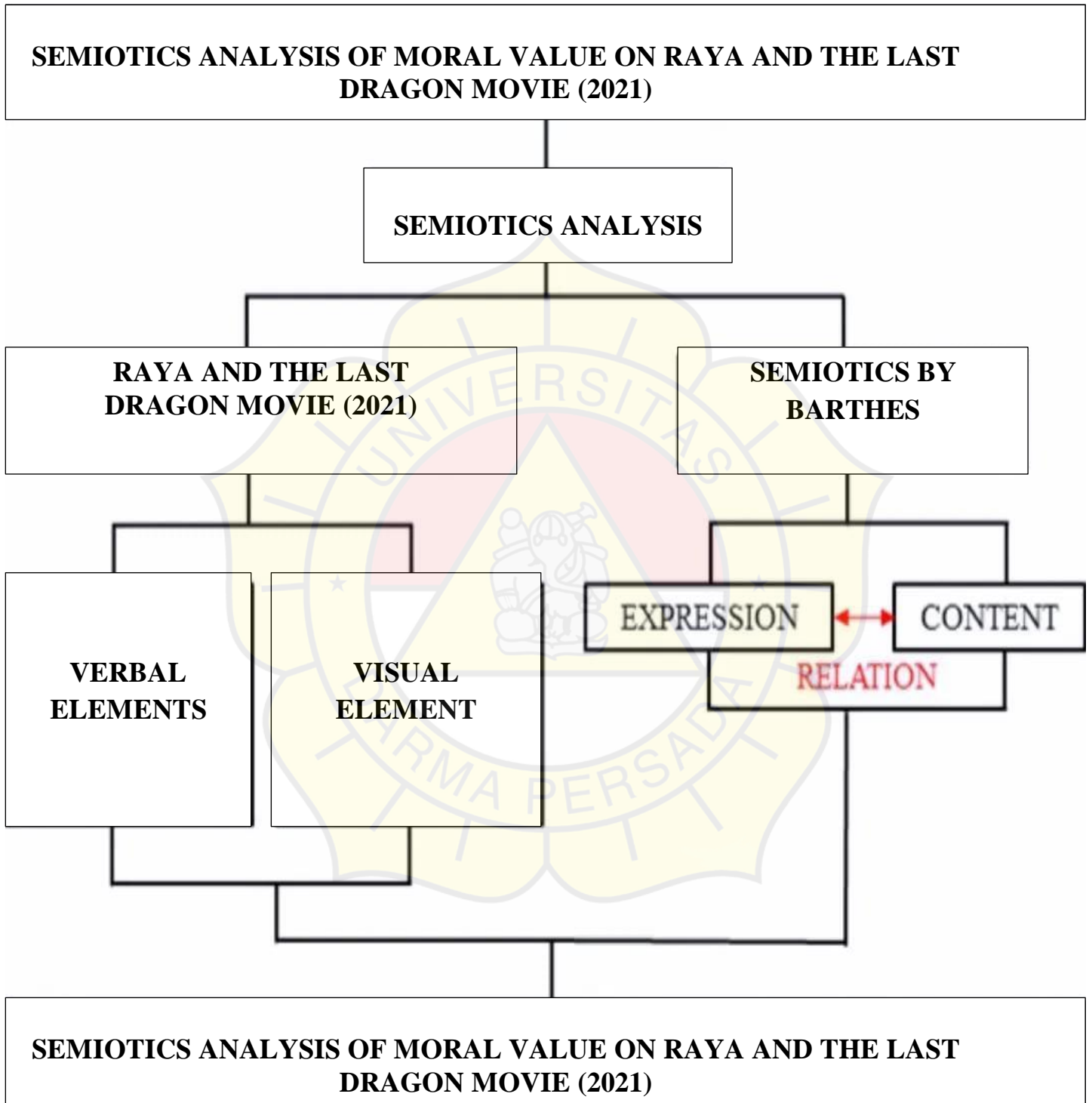


APPENDIX 1
SCHEME OF THE RESEARCH



APPENDIX 2

POSTER OF THE RESEARCH

UNIVERSITAS DARMA PERSADA

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

BACKGROUND

SEMIOTIC ANALYSIS IS AN APPROACH USED TO STUDY AND UNDERSTAND THE SIGNS AND SYMBOLS CONTAINED IN VARIOUS FORMS OF COMMUNICATION, INCLUDING FILMS. IN THE CONTEXT OF FILMS, SEMIOTICS CAN HELP REVEAL DEEPER MEANINGS FROM THE VISUAL AND NARRATIVE ELEMENTS PRESENTED. TWO IMPORTANT FIGURES IN THE STUDY OF SEMIOTICS ARE FERDINAND DE SAUSSURE AND ROLAND BARTHES WHO PROVIDED A THEORETICAL BASIS FOR ANALYZING SIGNS AND SYMBOLS IN THE MEDIA

RESEARCH METHOD

In this semiotic analysis research I used several techniques in data collection techniques mentioned by Creswell are as follows:

- Observation
- Documentation
- Literature study technique

Data Qualitative content analysis is a research method that involves the subjective interpretation of text data through a systematic classification process. This process includes coding and identifying themes or patterns in the text. The method emphasizes the researcher's interpretation of the data, focusing on the meaning contained in the text material rather than just facts or figures.

FORMULATION OF PROBLEM

What do the signs relate to the moral values with each scene in the film "Raya and The Last Dragon"?

What do the semiotic signs in each shot shown in the film "Raya and The Last Dragon" and what meanings are formed?


FINDINGS

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


CONCLUSION

In this film, we try to convey that the moral message we want to convey is in accordance with the social reality of division and social conflict caused by prejudice, hatred, greed and the desire for power. This film seems to want to convey the social reality of this phenomenon which is very closely related to human nature in everyday life. That humans always develop individuals to avoid pain and fulfill their basic needs, including that humans can carry out painful acts against other living creatures, including humans.

APPENDIX 3 PRESENTATION SLIDES



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



2020130020

ENGLISH LANGUAGE AND CULTURE DEPARTMENT PROGRAM
DARMA PERSADA UNIVERSITY
JAKARTA 2024

UNIVERSITAS DARMA PERSADA

GRATITUDE TO:



Advisor
Alia Ariyati, S.S., M.Pd



Examiner
Rheanus Taresaty, M.Hum



The Head of Board Examiner
Syaifuddin, M.Hum

Bachelor Term Paper Defense

Bahasa & Kebudayaan Inggris

Table of Contents

Background of Problem	Review of Previous Study
Identification of the Problem	Method of The Research
Formulation of Problem	Research Findings & Analysis
Framework of the theories	Conclusion

Bahasa & Kebudayaan Inggris

Background of Problem

Semiotic analysis is an approach used to study and understand the signs and symbols contained in various forms of communication, including films. In the context of films, semiotics can help reveal deeper meanings from the visual and narrative elements presented. Two important figures in the study of semiotics are Ferdinand de Saussure and Roland Barthes who provided a theoretical basis for analyzing signs and symbols in the media.

Page: 01

Bahasa & Kebudayaan Inggris

IDENTIFICATION OF THE PROBLEM

01

I identified the main problem in communicating meaning in the film Raya and The Last Dragon.

02

This animated film has a deep meaning which often uses complex visual metaphors to convey that meaning.

03

I assume that the problem that arises is how to interpret visual elements coherently with the dialogue of the characters, identify and analyze the signs used in the film and find relevant meaning and interpretations from these signs to reduce misinterpretation and get a clear message.

Page: 02

Bahasa & Kebudayaan Inggris

FORMULATION OF THE PROBLEM

Based on the problem limitations above, the research problem formulation is as follows:

- FORMULATION OF THE PROBLEM 1**
What are the semiotic signs in each shot shown in the film "Raya and The Last Dragon" and what meanings are formed?
- FORMULATION OF THE PROBLEM 2**
What do the signs relate to the moral values with each scene in the film "Raya and The Last Dragon"?

Page: 3

Bahasa & Kebudayaan Inggris

FRAMEWORK OF THE THEORIES

01 Semiotics

Semiotics is a methodology, the term semiotics' extends from the Greek word *semiosis*, which means sign.

02 Film

Film is a highly effective medium for conveying messages to audiences. Various messages are conveyed to films, with the aim of ensuring that the audience understands the message being presented.

03 Moral Value

Moral value in the communication process is a fundamental process for humans in general as social creatures.

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Bahasa & Kebudayaan Inggris

REVIEW OF PREVIOUS STUDY

The related study was a thesis written by Fala Alipha (2024) with the title "SEMOTIC ANALYSIS IN THE MUSIC VIDEO 'PERSEKUTU BILAS' BY HANNAH BRANG GOSIP". This research aims to determine the message conveyed by verbal and visual signs in the MUSIC VIDEO 'PERSEKUTU BILAS' BY HANNAH BRANG GOSIP. The difference between my research and previous research is my research focuses on finding the meaning of verbal signs (dialogue) and visual signs (gesture, expression, posture) using Barthes' semiotic model signs as well as creating an emotional atmosphere and influencing the audience's interpretation.

Page: 05

Bahasa & Kebudayaan Inggris

REVIEW OF PREVIOUS STUDY

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Page: 05



75%

Data Analysis

Data (qualitative content analysis) is a research method that involves the subjective interpretation of text data through systematic classification processes. This process includes coding and identifying themes or patterns in the text. The method emphasizes the researcher's interpretation of the data, focusing on the meaning contained in the text, rather than on just facts or figures.

Coding involves labeling or categorizing specific parts of the data, while identifying themes or patterns allows researchers to focus on important aspects or patterns that emerge from the researcher's subjective interpretation. First coding helps identify patterns or themes, organize complex textual data into manageable units, and reduce subjectivity in data interpretation.

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Conclusion

In this film, we try to convey that the moral message we want to convey is in accordance with the social reality of division and social conflict caused by religious hatred, greed and the desire for power. This film seems to want to convey the social reality of this phenomenon which is very closely related to human nature in everyday life.

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APPENDIX 4

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dated on **July 17, 2024**

conducted by Golden English

Listening	Reading
290	275
Overall Score	565



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Managing Director

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APPENDIX 5
CERTIFICATES



CERTIFICATES

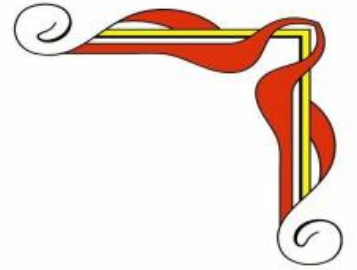


CERTIFICATES



SERTIFIKAT

NO: 09/SRT/HISKI/I/2024



DIBERIKAN KEPADA :

Tiffany Anindira

Atas partisipasinya pada acara "Tukar Turur Sastra" yang diselenggarakan oleh
HISKI Pusat Pada Tanggal 13 Januari 2024.

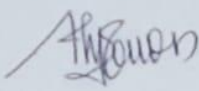


SEBAGAI PESERTA

Jakarta, 13 Januari 2024



Prof. Dr. Novi Anoegrajekti
Prof. Dr. Novi Anoegrajekti, M.Hum
Ketua Umum HISKI Pusat

Jakarta, Rabu 11 Juli, 2024

Menyetujui :	
Pembimbing	
	
(Alia Afyati, S.S., M.Pd)	
Mengetahui :	
Pembimbing Akademik	Ketua Program studi S-1
	
(Dr. Yoga Pratama, M.Pd)	(Dr. Yoga Pratama, M.Pd)



APPENDIX 7

TURNITIN RESULT



UNIVERSITAS DARMA PERSADA
UPT PERPUSTAKAAN
Gedung Rektorat Lantai 3,
Jl.Taman Malaka Selatan, Pondok Kelapa – Jakarta Timur 13450

SURAT KETERANGAN HASIL PENGECEKAN TURNITIN

UPT Perpustakaan Universitas Darma Persada menerangkan telah selesai melakukan pemeriksaan duplikasi/*similarity* menggunakan perangkat lunak Turnitin terhadap hasil karya sebagai berikut:

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

Penulis : Tiffany Anindita

NIM : 2020130020

Tgl pemeriksaan : 19 Juli 2024


Dengan hasil Tingkat Kesamaan (*similarity index*) **21%**

Demikian Surat Keterangan kami buat, untuk dipergunakan sebagaimana mestinya.

Jakarta, 19 Juli 2024

Ka.UPT Perpustakaan Unsada




Yus Rusmiyati, SS., MM

Batas maksimal similarity 30% untuk Fakultas Sastra dan Ekonomi

Batas maksimal similarity 25% untuk Fakultas Teknik, Kelautan dan Pasca Sarjana

Semiotic in Raya

ORIGINALITY REPORT

23%	19%	6%	13%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

1	Submitted to Universitas Darma Persada Student Paper	4%
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9	biarjournal.com Internet Source	1%

APPENDIX 8
CURRICULUM VITAE

TIFFANY ANINDITA



• ABOUT ME

I am a store specialist, who work as an administrator and a direct customer service. My responsibilities are makes all customer known about the service we delivered, solved the customer internet problem and being a part of internal team who can solving the internal problem and many more.

• WORKING EXPERIENCE

April 2016 - August 2017

- PT Sumber Daya Potensi (Avisha) – DKI Jakarta, as Customer Service


October 2017 - July 2018


- PT TPI Grab Indonesia – DKI Jakarta, as Admin Specialist

December 2018 - December 2023

- PT SUPRA PRIMATAMA NUSANTARA (BIZNET) – DKI Jakarta, as Store Specialist i'm working on a administrator and customer care departments.

• CONTACT

 0815-2494-4425

 tiffany.anindita@gmail.com

• EDUCATION

• 2020 - 2024

University Of Dharma Persada
Undergraduate faculty - English
Language and Culture

• 2012 - 2015

SMAN 18 JAKARTA
Majoring in Social Sciences

• HOBBIES

- Exercise
- Listening music
- Watching serial drama

• SKILL & ABILITIES

- Able and willing to learn and study new things
- Able to work with minimum supervision, work under pressure and working in long hour
- Good in using Microsoft Office (Word, Excel, Power Point)
- Familiar with the Internet Explorer Program and some application administrator.