Semiotic Analysis of Positive Interpersonal Communication Behavior in The Web Series Film "Setan Taubat"

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Abstract

A web series is a serialized program similar to television shows, but the difference is that it is distributed through electronic media. In 2020, a popular YouTube content creator in Indonesia, along with their team, launched a web series titled "Setan Taubat." The web series revolves around positive activities during the holy month of Ramadan and tells the story of a successful hijab entrepreneur who has a supernatural friend named Becir. Many new developments in the storyline pique the curiosity of the audience, and the series conveys positive messages and behaviors. Verbal messages are emphasized in this web series. This research aims to analyze the forms of positive interpersonal communication behavior in the web series "Setan Taubat" using Charles Sanders Pierce's semiotics theory, which categorizes signs based on symbols, objects, and interpretants known as the meaning triangle. The research approach utilized is qualitative and descriptive to construct the meaning of messages in the web series "Setan Taubat" and comprehend the phenomenon by describing it through words. Additionally, the study employs semiotic analysis methods. Primary data collection is conducted through observation of the web series, and secondary data is obtained from documentation and literature review. The research results indicate that the web series "Setan Taubat" contains forms of positive interpersonal communication behavior as identified through Charles Sanders Pierce's semiotic analysis. Positive communication behavior that supports interpersonal communication includes openness, positive behavior, supportive behavior, empathy, and equality. Examples of attitudes include care, wisdom, responsibility, and others. These behaviors can be observed through the data findings presented in the research.

INTRODUCTION

Interpersonal communication plays an essential role in humans' daily routine because humans are social creatures who need interaction with one another. In this context, humans are involved in social relationships, so each individual depends on one another. The need to ask for help from fellow humans is the main driver for individual interactions (Mundiasari, 2022). As social creatures, humans naturally have the urge to communicate with others, share thoughts, express opinions, share life experiences, and work together to maintain the continuity of life in the universe. Social interaction can be established through direct contact between the parties and communication (Delima & Sari, 2021).

Interpersonal communication is the process of individual communication with other people of a personal nature, which can be more than two people, and this communication can also predict that someone, by entering the psychological realm, can assess the human person as attractive. Interpersonal communication is the interaction between individuals, carried out face to face, which causes verbal and nonverbal reactions from the people involved (Anggraini et al., 2022). Another view regarding interpersonal communication is when two or more people interact directly. The communicator can give the message directly, and the communicant can receive and respond to the delivery of the message (Lalamentik et al., 2019). Effective communication has a precise meaning: it can create satisfaction, influence a person's

attitudes, strengthen positive social relationships, and encourage action (Oxianus Sabarua & Mornene, 2020).

Interpersonal communication has a significant impact on influencing other people, especially the individuals involved in the communication. In this context, it is caused by the distance between the sender and recipient of the message. If the communication occurs at a short distance or directly without the help of media or can be called offline, the communication will be more effective. Therefore, direct interaction allows each party to observe the other person's response directly and minimizes the risk of being dishonest in communication. If interpersonal communication occurs through media intermediaries or secondarily, the impact is greatly influenced by the interpersonal characteristics between the communicator and the communicant (Salpina, 2018). Communication has the main functions of (1) Providing information, (2) educating/educating, (3) Entertainment, and (4) Influencing. The communication model is a system of various essential interrelated components to achieve scientific goals (Mulyana, 2005).

Interpersonal communication cannot be separated from the figures or characters in the world of film because there must be a dialogue between the characters involved in a film. Film is the ability to create something new from mere imagination, and it consists of collecting data and information and reflecting on life's realities (Putri & Sari, 2022). The film can build images of children aimed at children's well-being (Adiprabowo & Widodo, 2023). Films consistently reflect the realities that grow and develop in society and are then projected onto the screen (Adiprabowo & Sanofi, 2023). In modern times, films are not only available in cinemas, but with a smartphone device and a good internet network, people can now enjoy and watch their favourite films. OTT *(Over The Top)* services provide content or viewing from the countries where they are provided, generally in videos such as films and dramas (Shinta & Putri, 2011). OTT services that can be accessed in Indonesia include YouTube, Netflix, Disney, and others. Media in the 4.0 era is related to global influences that facilitate the dissemination of information through mass media and social media application platforms (Bimantoro et al., 2021).

As a site that can access and share videos, YouTube makes its users become content creators and viewers simultaneously. YouTube allows creators to express their users' thoughts and ideas, such as making films. Video/film is a communication tool that simultaneously conveys educational messages (Adiprabowo, 2018). Web series films are one of the most popular videos today. *A web series* is a product of broadcast programs with episodes on social media platforms and some via certain websites (Hamzah, 2018). This new media platform broadcasts web series, including YouTube. This web series is similar to programs on television, but the broadcast duration is relatively shorter, 10 – 20 minutes. Web series usually air once a week if no problems cause the series to be broadcast late. This research discusses a web series film, Setan Taubat, on the official YouTube channel of Ria Ricis. The urgency of this research is the lack of studies focusing on web series that raise social and religious issues. Social and spiritual problems can provide insight into how society understands, accepts, or rejects these issues.

The web series Setan Taubat, which has 16 episodes, was first published on April 24, 2020, on the Ria Ricis Official YouTube channel and has been watched by an average of 1 million viewers and above for each episode and managed to achieve trending in 2020—first episode, which has been watched by 2.4 million YouTube users (Yumna, 2020). Cici Maiji directed this film, and the leading actor is Ria Ricis, the owner of YouTube. This series has 16 episodes lasting 10 to 15 minutes per episode. In this film, Ria Ricis plays the main characters as Becir and Ricis, then Wildan as Yusuf, Derry as Eko, Vazo as Budi, Ella as Cici, Aryesh as Joni and Alvin Smith as Doni. The web series Setan Taubat is a genre of comedy-drama that tells the story of a successful hijab business owner and her magical friend Becir. Becker is always there

at every event in Ricis' life, accompanying him in happy and sad times and reminding him of goodness. Ricis has a gentle character, while Becir has an intelligent and humorous character even though he is a little sassy. The storyline is exciting because of its humour; this film contains positive interpersonal communication that can be used as a spectacle with values that can be applied in real life.

Overall, the Setan Taubat series displays a good, exciting storyline and can be visually enjoyed by eye contact. Insert positive messages about religion and daily life, but don't forget to insert a little humour. The theory used in this research is the semiotic theory of Charles Sanders Pierce. Charles's theory can interpret the symbols of positive behavior in the web series Setan Taubat. Semiotics is a science or analytical method for studying signs. Semiotics, a branch of linguistics, focuses on studying signs, symbols, and their basic processes (Oktaviani et al., 2022). Signs are tools used to seek understanding and explore this world. Charles Sanders Pierce stated that the fundamental nature of a sign is representative and interpretive. Charles's semiotic theory is a "Grand Theory" because of its comprehensive coverage, providing a structural description of all forms of signification. Peirce seeks to identify the fundamental particles of signs and integrate these components into a single structure. In his effort to find the meaning of a sign, Pierce described the triangular theory of meaning, which consists of a sign, an object, and an interpretant (Diputra & Nuraeni, 2022). Pierce's semiotics was used because the central concept of the study was signed as material for analysis. Signs have meaning as a form of message interpretation.

A human life related to society requires communication to promote public interests such as working together, forgiving, etc., often depicted in film scenes. Communication patterns are a system that involves conveying messages through certain symbols, carrying meaning, and using stimuli to influence the behavior of other individuals (Nabilah, 2023). Thus, the implied signs in the film can be understood by the audience and connected with real life, and meaning or value can also be found in the signs. The audience is active and can become cultural agents by producing meaning from various discourses conveyed by the media (Axanta & Purba, 2020). In general, films are designed using many signs that correlate well with each other to achieve specific goals. In this research, the author aims to see and sort the symbols presented about positive interpersonal communication behavior by watching and sorting scenes focusing on positive interpersonal communication behavior on the YouTube web series Setan Taubat, which will be studied using Charles Sanders Pierce's semiotic theory.

THEORETICAL STUDY

Interpersonal Communication

Joseph A. Devito says interpersonal communication is "the process of sending messages between two or more people among a small group of people with some immediate effects and feedback (Keikazeria & Ngare, 2020). Interpersonal communication comprises several interrelated processes, from message production to message processing, interaction coordination, and social perception. Message production usually involves verbal and non-verbal expressions intended to convey an inner state to achieve social goals. In understanding the meaning here, something that is exchanged during the process or the interpretation of other people's communicative behavior is called message management. Interaction coordination is a reciprocal process, resulting in a smooth exchange of information. One effective method for reducing misunderstandings in interpersonal communication is through providing feedback. Feedback acts as confirmation or confirmation of the extent to which the message has been interpreted by the communicator's aims and objectives (Darmawan et al., 2019).

Devito, according to Suranto Aw, five positive attitudes support interpersonal communication (Aw, 2011); the five positive attitudes are:

1. Openness is the ability to accept input from others and be willing to share important information. This involves the desire to be open with the person you are talking to, react honestly to messages received, and respect the feelings and thoughts conveyed during communication.
2. Supportive behavior is a supportive atmosphere that can create effective interpersonal communication. Support is realized through a descriptive and non-evaluative approach to communication, flexibility, and non-restraint. Using descriptive words without judgment, a willingness to listen to the other person's opinion, and openness to changes in opinion are elements of supportive behavior.
3. Positive behavior or (*positiveness)* A positive attitude is reflected in positive feelings and views. Positive behavior means that the actions taken are relevant to the goals of interpersonal communication, such as showing appreciation, thinking positively, believing in the interests of others, giving praise, and demonstrating commitment. A positive attitude also involves a positive assessment in conveying a message. A positive feeling is a tendency to act as a message sender to get a positive evaluation from the recipient (Rizki et al., 2020)
4. Empathy is feeling what others feel without losing one's identity. An empathetic attitude helps the person we are talking to understand that we truly feel and understand their experience, increasing communication effectiveness.
5. Equality involves acceptance and approval of another person as an interlocutor. This creates better relationships in interpersonal communication, showing that we respect and agree with the views or opinions of others.

The goals of interpersonal communication are: (1) Stimulation: humans need stimulation to prevent decline and maintain life. In this context, stimulation refers to personal interactions between individuals, which are necessary for growth and survival; (2) Interaction with other people provides an opportunity to understand ourselves and increase self-understanding through other people's perceptions of us and understanding ourselves through the beliefs we have; (3) Happiness and minimizing sadness. Interpersonal communication aims to create experiences that maximize happiness and reduce suffering. By interacting positively with other people, we try to develop pleasant situations and minimize the experience of suffering (Devito, 2013)

Pierce's Semiotics

Semiotics is a scientific discipline that examines all aspects of signs and describes the meaning contained therein. Sobur said signs are interpreted as tools for understanding human life (Mulyadi, 2016). In this context, signs can be in the form of conversations, verbal signs in films, posters, advertising, and everything that can be seen in marking activities, which means that signs are used as a signification process that connects objects with their interpretation. Signs can be in the form of text or non-text. Still, their essence is that they can be read and understood, as explained in Webster's dictionary, which states that signs can be written, printed, letters, abbreviations, etc., which represent objects, qualities, processes, quantity, and so on (Fahruddin & Safar, 2021). The main ideas of semiotics include the concepts of signs and symbols, which act as a stimulus and are interpreted to indicate another condition.

Meanwhile, the second elemental concept is symbols, which specifically function as markers for complex signs and have many meanings. Barthes argued that from a semiological point of view, all sign systems, regardless of their substance, such as images, physics, objects, or content, are considered part of the signification and language system. Objects can be

recognized through various indicators that all have similar meanings. Symbols are recognized as the most commonly used signs in human language (Jabrohim, 2014).

Charles's semiotic theory is a "Grand Theory" because of its comprehensive coverage, providing a structural description of all forms of signification. Peirce seeks to identify the fundamental particles of signs and integrate these components into a single structure. Charles Sanders Pierce introduced his semiotic model, namely the *meaning triangle theory* or what is usually called the meaning triangle theory (Yulyaswir, 2019). The triangular model of meaning or the so-called triadic model consists of representation, interpretant, and object (Shinta & Putri, 2023). This triangle theory of meaning has three main elements, including a sign (sign/representantem), which is defined as a physical form or form that can be perceived by the five human senses and represents various other things that are outside the sign. The (*object*) of the sign indicates something is called the object, and the interpretation (*interpretant*). Interpretation means that the meaning of a sign can be present in someone's imagination. Signs can generate something in a person's mind, which refers to more complex symbols. The process of creating this sign is called the interpretant of the initial sign. This interpretant indicates something that is called an object (Yuwita, 2018). According to Charles, words are a form of sign. An entity can be considered a token if it meets two criteria. First, the entity can be identified through perception through the five senses or feelings. The second criterion is that the entity has a function as a sign, representing something else.

RESEARCH METHODOLOGY

Research on positive interpersonal behavior in the web series Setan Taubat will be packaged using a qualitative research approach. The qualitative approach provides an overview of a phenomenon, which is then described descriptively and arranged systematically. The final result is a report that can be accounted for. Qualitative research is a type of research that produces and processes data with a descriptive nature (Sukatin et al., 2022). The data collection method used in this research excerpts from scenes from the web series film "Setan Taubat," which can be defined as direct observation. Observation is carried out by paying careful and in-depth attention using all the senses and recording data systematically (Arikunto, 2010). This research used data collection techniques via online streaming using the YouTube application. In other words, the researcher takes an essential role as an observer who interprets the data observed through the research conducted. In this context, the researcher acts as a research instrument; the researcher uses a laptop or device as a tool, with the results in the form of screenshots or videos from the web series film "Setan Taubat" as primary data in this research. This web series has 16 episodes, but the author chose only a few. This research only examines episodes three, five, seven, nine, and thirteen. The researcher chose these episodes because they contain positive religious behavior that can be practised or imitated daily. So, the researchers decided to conduct a deeper study of the web series Setan Taubat, which focuses on positive behavior in interpersonal communication contained in the web series Setan Taubat. This is because the basic assumptions of semiotics relate to the study of signs, and their application will vary for each individual according to ideology, experience, culture, and other factors. Therefore, a qualitative research method is more relevant for a more precise semiotic analysis because it is subjective and descriptive. Hence, the research instrument is the author himself (Vera, 2014). Apart from using observation methods, the author also adopted data collection techniques through library research, including references from books, previous scientific research, and other literature found via the internet as a review to help researchers obtain vital information needed in research, especially those related to semiotics. Data was collected by searching for sources and summarizing various references such as books, journals, and previous research whose substance was almost similar (Adlini et al., 2022).

Semiotic studies focus on studies related to the signs of life. The author analyzes it by referring to signs that can be seen by the human senses, such as words, scenes, dialogue, facial expressions, and so on. The object of this research is signs of interpersonal communication according to Peirce's semiotics, which have three essential elements: representament, object, and interpretant. Namely the level of quality of the symbol, its popularity, and the crucial rules in the sign (Ruhany, 2019).

RESULTS AND DISCUSSION

Analysis of the Web Series Setan Taubat

Wisdom

In episode five (at 03.46 minutes), researchers found a scene where Joni minimized Halimah's money loss because she had not paid the trash fee for two months. The following are the results that researchers obtained:

Figure 1. Joni's Wisdom Attitude (Source: https://youtu.be/lH_31diYz0M?feature=shared)

Representament (sign) : In the picture above, Joni can pass Halimah on the street while going around the complex looking for Budi and Eko. In this dialogue, Halimah told Joni that her mother had not paid the trash fee for two months.

Joni : "*Aduh yasudah deh kaga apa-apa Neng, tapi bilang sama Ibunya kalau sudah ada uangnya buat bayar nanti Neng anterin ke saya ya*".

Halima : *"Okay, Siap Bang".*

Object : Conversation between Joni and Halimah, where Halimah tells the story of her mother not paying her trash money for two months.

Interpretant : From the author's identification, the scene shows an attitude of wisdom because he has taken action to minimize Halimah's losses and increase her profits. In the dialogue, Halimah said that her mother had not paid the trash fee because she didn't have the money. The actions taken by Joni in this session were considered very polite in society, with Joni being wise.

The data found by researchers in the scene above shows wisdom. This attitude of wisdom can be seen from the sign in the sentence "*Aduh yasudah deh kaga apa-apa Neng, tapi bilang sama*

Ibunya kalau sudah ada uangnya buat bayar nanti Neng anterin ke saya ya". Joni here is very sensitive to Halimah's needs when Halimah's family cannot pay the monthly waste money. The attitude demonstrated by Joni is considered wise because it lightens other people's burdens in social life and is very polite. Apart from that, this wisdom also prevents us from being jealous and envious. This scene is included in the criteria for positive behavior in effective communication: empathy and concern.

Having a positive outlook and good feelings towards someone will form a positive interpersonal communication behavior pattern. The quality of views and feelings towards oneself, both positive and negative, plays an essential role in determining the success of interpersonal communication. (Rahmat, 2005).

Similarity

In episode three, at the minute (07.25), the researchers found an attitude of equality: acceptance and approval of other people. There is a similarity in the frame of mind between parties communicating. The following are the results the researchers found:

Figure 2. Equality Joni and Yusuf (Source:
https://youtu.be/MfAaSUO9hN8?feature=shared)

Representament (sign)	: A picture of a conversation between Joni and Yusuf is shown; Yusuf is asking about a place that sells children's hijabs near here, then Doni advises Yusuf to go to Ricis' house because, as far as he knows, Joni Ricis is the closest hijab seller in the complex.
	Joni : *"Datengin saja langsung ntar lu tanya dia jual kerudung anak apa kagak"*.
	Yusuf : *"Tapi kata bang Joni, dia Cuma jual kerudung dewasa"*.
	Joni : *"Ya siapa tahu ada cup kan dia punya stok-stok yang lama mungkin yang gak kejual kerudung anak, bener gak?"*.
	Yusuf : "*Boleh juga sih dicoba, memang abang tahu rumahnya dimana?*".
Object	: Joni is talking to Yusuf about children's headscarves because Yusuf is looking for children's headscarves and was advised by Joni to meet Ricis, who sells Islamic clothing.

Interpretant : From the type of identification, the author shows that the scene includes equality, namely between Joni and Yusuf, showing that there are similar thoughts or matching thoughts from the suggestions put forward by Joni and Yusuf, who also accept the suggestions.

Researchers found that there were similarities between Joni and Yusuf. The conversation between Joni and Yusuf shows similarities and agreement in thinking, as shown by Joni's interpersonal communication with Yusuf. Joni gave suggestions to Yusuf, and he answered according to the answers he wanted. It can be seen from the dialogue "*Boleh juga sih dicoba,*" in which Yusuf said that it increased the agreement between himself and the person he was talking to and reduced the disagreement between himself and others. This method of communication is considered good because it is included in the rules of effective and positive communication, and the signs presented are included in positive interpersonal communication behavior.

Positive attitudes can be seen in attitudes and behavior. Attitudes, namely the parties involved, must have positive feelings and thoughts, while behavior itself is an action that must be relevant to the goals of interpersonal communication (Irawan, 2022).

Empathy

In the seventh episode in the minute (03.56), researchers found that sympathy is a person's ability to put themselves in the role of another person, as in the following scene:
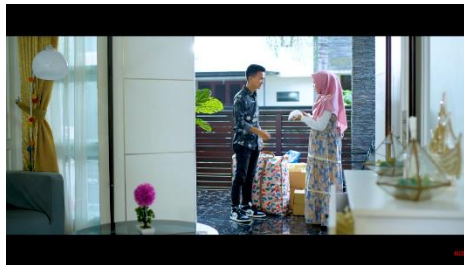

Figure 3. Yusuf's empathetic attitude towards Ricis (Source: https://youtu.be/OgbibPzPgtY?feature=shared)

Representament (sign) : In the picture above, Ricis can be seen thanking Yusuf

Ricis : *"Makasih sudah membawa barang antar jemput semuanya, kan aku jadi ngga enak".*

Yusuf : *"Kan aku yang mau bukan kamu yang suruh".*

Object : A picture shows Yusuf bringing Ricis's goods and Ricis saying thank you for getting and delivering the goods.

Interpretant : From the type of identification the author shows, the scene depicts an empathetic attitude where this behavior shows attention and concern for other people. Someone is kind to their friend because they help carry and deliver many goods, and then someone says thank you as a sign of appreciation.

The findings show sympathy between Yusuf and Ricis. The words *"Makasih sudah membawa barang antar jemput semuanya, kan aku jadi ngga enak"*. This sentence spoken by Ricis has given a feeling of sympathy between oneself and others. Then say the sentence *"Kan aku yang mau bukan kamu yang suruh"*. This sentence by Yusuf also shows compassion for others, and this behavior shows concern for others. This characteristic is considered positive interpersonal communication behavior and benefits the person you are talking to. Communication is also considered polite and includes a positive attitude toward interpersonal communication. Empathy is feeling something the same as someone who experiences it (Dwi, 2023).

Responsible

In the ninth episode, precisely at the minute (01.51), the researcher found the finding of an attitude of responsibility and acceptance when someone makes a mistake he dares to admit it:

Figure 4. Yusuf's Responsible Attitude towards Cici (Source: https://youtu.be/AZAHvZTArpM?feature=shared)

Representament (sign)	: In the picture above, you can see a conversation between Cici and Yusuf.
	Yusuf : *"kamu itu salah paham, dari lubuk hatiku yang paling dalam aku minta maaf ya"*.
Object	: A picture is shown of Yusuf apologizing to Cici for making him very angry because he is giving hope to Cici but also giving hope to Ricis.
Interpretant	: From the type of identification the author shows, the scene depicts a person's accepting and responsible behavior, Yusuf, who made a mistake because he was caught giving hope to Cici and Ricis and causing their friendship to be strained from here Yusuf wants to explain what he did and wants to apologize to Cici. The sentence uttered by Yusuf fulfils the requirements of wisdom and acceptance, namely that he has admitted his mistake regarding the things he has done that have harmed other people.

The results indicate you must have a positive attitude to achieve interpersonal communication. This scene shows an attitude of wisdom and acceptance, which explains that someone is considered polite when communicating to give appreciation or provide benefits to another party. Related to this, when communicating, the communicator and the communicant should not badmouth, insult, or demean each other. As in Yusuf's words, *"kamu itu salah paham, dari lubuk hatiku yang paling dalam aku minta maaf ya"*. These words spoken by Yusuf represent wisdom and acceptance that Yusuf has admitted his mistakes, which have harmed

the people around him. The communication here has been included in positive interpersonal communication behavior because apologizing is a positive action not to express hatred towards others. Every person communicating must speak politely and not gently hurt the other person's feelings because when the party implements this concept, it will create efficient and effective communication (Sari, 2020).

Openness

In the thirteen-minute episode (06.10), the researchers found a scene that displays an open attitude, describing an attitude that is willing to accept input from other people and is happy to share important information with other people. This reflects the desire to be open to the person we are talking to. The following are the results the researchers found:

Figure 5. Attitude of Openness between Doni and Cici (Source: https://youtu.be/7_ldyvXzBXQ?feature=shared)

Representament (sign) : In the picture above, Doni can be seen giving positive feedback on the information he has received from Cici,

Doni : *"Lain kali kalau ada masalah seperti ini itu diselesaikan sama orangnya langsung jangan lewat sosial media".*

Cici : *"Iya nanti aku selesaikan semuanya deh termasuk memberbaiki nama Yusuf".*

Object : The object seen in the scene is Doni, who is open to Cici when communicating, and Doni responds to the information he receives.

Interpretant : From the type of identification the author shows, the scene depicts an attitude of openness when communicating, namely Doni, who is open in responding to the information he has received through Cici, who is having problems and is willing to accept input from other people. The communication carried out was considered very polite, and there was no intention to lower his or the other people's dignity.

The results obtained in this scene show an open attitude, which is included in effective communication. It can be seen from the sentence *"Lain kali kalau ada masalah seperti ini itu diselesaikan sama orangnya langsung jangan lewat sosial media".* What Doni said fulfilled his openness because he responded positively to others. That is, when Doni gave Cici good advice, if she had a problem with someone else, it should be resolved directly with the person concerned. Not only that, Cici's answer also includes an attitude of openness which can be seen from the sentence, *"Iya nanti aku selesaikan semuanya deh termasuk memberbaiki nama Yusuf".*

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This sentence describes openness, namely, when individuals can accept input or suggestions from others. This can be assessed as positive interpersonal communication behavior because it does not violate communication rules. Openness means recognizing that the feelings and thoughts expressed are genuinely "ours," and we have complete responsibility for them. (Ashfahani, 2019).

CONCLUSION

The Setan Taubat web series in 2020 contains positive behavior and attitudes, primarily since this web series was broadcast in the month of Ramadan when most people are Muslim in Indonesia. One of which is an apology; an apology is a form of admitting a mistake that has been made by someone which has harmed the people around him because an apology is a positive action not to express hatred towards other people in life, the existence of each influences each other even if only from a person's small actions, for example communicating. This film teaches us to empathize with other people's views in life through interpersonal communication. The interpersonal communication process in the web series Setan Taubat can occur well, demonstrated by empathy, a positive attitude, and providing support or equality with the individuals involved.

After conducting research and analyzing positive interpersonal communication behavior in web series films, the researchers have several suggestions or recommendations for filmmakers in Indonesia so that they continue to strive to increase creativity to produce quality films that contain educational messages and provide positive value for Indonesian society. I also want to understand the messages in films and be selective when choosing which films to watch. The researcher also hopes that for researchers who will research similar topics or phenomena, the researcher suggests using semiotic analysis with different methods and theories so that they can understand the meaning of semiotics from another point of view. In the future, academics who have a critical thinking framework and broad insight are expected to be able to provide a new analytical framework in terms of understanding the meaning of mass media messages, especially films.

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