



ABSTRAK

REPRESENTASI PESAN MORAL DALAM FILM KOREA “PROJECT SILENCE” 2024 (ANALISIS SEMIOTIKA ROLAND BARTHES)

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Penelitian ini bertujuan untuk menganalisis representasi pesan moral dalam film “Project Silence” (2024) menggunakan pendekatan semiotika Roland Barthes. Film ini, bergenre thriller dengan sentuhan aksi dan fiksi ilmiah, menghadirkan situasi genting di mana sekelompok orang terjebak di sebuah jembatan akibat cuaca ekstrem dan serangkaian kecelakaan, serta ancaman dari seekor anjing eksperimen militer. Melalui analisis tanda-tanda visual dan verbal dalam film, penelitian ini mengidentifikasi makna denotatif, konotatif, dan mitos yang membangun pesan moral di dalamnya. Hasil penelitian menunjukkan bahwa pesan moral dalam film direpresentasikan melalui karakter, alur cerita, dan elemen visual yang menonjolkan nilai-nilai seperti keberanian, solidaritas, pengorbanan, dan kritik terhadap eksperimen manusia yang tidak beretika. Analisis semiotika Barthes mengungkapkan bahwa pesan moral tidak hanya tersurat, tetapi juga tersirat melalui simbol-simbol dan narasi yang membentuk persepsi penonton terhadap nilai-nilai kehidupan. Penelitian ini memberikan kontribusi pada kajian semiotika dalam studi film, serta memberikan wawasan bagi kreator film dan akademisi mengenai pentingnya konstruksi pesan moral dalam karya sinematik.

Kata Kunci: Representasi, Pesan Moral, Film, Project Silence, Semiotika, Roland Barthes, Analisis Tanda

ABSTRACT

REPRESENTATION OF MORAL MESSAGES IN THE KOREAN FILM “PROJECT SILENCE” 2024 (ROLAND BARTHES SEMIOTIC ANALYSIS)

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This study aims to analyze the representation of moral messages in the film “Project Silence” (2024) using Roland Barthes’ semiotic approach. As a thriller with elements of action and science fiction, the film presents a tense situation where a group of people are trapped on a bridge due to extreme weather and a series of accidents, while also facing the threat of a military experiment dog. Through an analysis of visual and verbal signs in the film, this research identifies the denotative, connotative, and mythological meanings that construct its moral messages. The findings show that moral messages are represented through characters, plot, and visual elements that highlight values such as courage, solidarity, sacrifice, and criticism of unethical human experimentation. Barthes’ semiotic analysis reveals that these moral messages are not only explicit but also implicit, conveyed through symbols and narratives that shape the audience’s perception of life values. This study contributes to semiotic studies in film research and offers insights for filmmakers and academics on the importance of constructing moral messages in cinematic works.

Keywords: *Representation, Moral Message, Film, Project Silence, Semiotics, Roland Barthes, Sign Analysis*