



ABSTRAK

ANALISIS SEMIOTIKA PESAN MORAL DALAM FILM ANIMASI “MUFASA: THE LION KING”

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Penelitian ini berjudul “*Analisis Semiotika Pesan Moral dalam Film Animasi Mufasa : The Lion King*” yang dilatarbelakangi oleh pentingnya memahami peran film animasi tidak hanya sebagai hiburan, tetapi juga sebagai media yang sarat akan nilai moral. Film *Mufasa : The Lion King* dipilih karena menyajikan kisah prekuil dengan narasi dan simbol visual yang kaya makna, namun belum banyak dikaji secara akademis, khususnya melalui pendekatan semiotika. Tujuan penelitian ini adalah untuk menganalisis representasi tanda semiotik berupa ikon, indeks, dan simbol dalam film, mengungkap nilai-nilai moral utama yang terkandung di dalamnya, serta menilai relevansinya dalam konteks pendidikan karakter dan literasi media. Metode yang digunakan adalah kualitatif dengan analisis semiotika model Charles Sanders Peirce melalui dokumentasi, observasi non-partisipatif terhadap adegan dan dialog, serta studi pustaka. Hasil penelitian menunjukkan bahwa film *Mufasa : The Lion King* merepresentasikan pesan moral berupa kejujuran, keberanian, tanggung jawab, dan pengorbanan yang dikonstruksi melalui alur cerita, perkembangan karakter, konflik, serta simbol-simbol visual seperti cahaya matahari, singgasana, dan ekspresi karakter. Nilai-nilai tersebut disampaikan tidak hanya secara eksplisit melalui dialog, tetapi juga secara implisit melalui bahasa visual dan simbolik. Kesimpulan penelitian ini menegaskan bahwa film animasi memiliki peran penting sebagai media edukatif yang mampu menanamkan nilai moral kepada penonton lintas usia, serta memperlihatkan bahwa tanda-tanda visual dan naratif dalam film dapat menjadi sarana efektif dalam pembentukan literasi media dan pendidikan karakter generasi muda.

Kata Kunci: semiotika, Charles Sanders Peirce, film animasi, pesan moral, Mufasa: The Lion King

ABSTRACT

SEMIOTIC ANALYSIS OF MORAL MESSAGES IN THE ANIMATED FILM “MUFASA: THE LION KING”

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This study, entitled “*Semiotic Analysis of Moral Messages in the Animated Film Mufasa: The Lion King*”, is based on the importance of understanding the role of animated films not only as entertainment but also as media laden with moral values. *Mufasa: The Lion King* was chosen because it presents a prequel story with narratives and visual symbols rich in meaning, yet has not been widely examined academically, particularly through a semiotic approach. The purpose of this research is to analyze the representation of semiotic signs in the form of icons, indexes, and symbols in the film, to reveal the main moral values contained within it, and to assess their relevance in the context of character education and media literacy. The method used is qualitative research with semiotic analysis based on Charles Sanders Peirce’s model, employing documentation, non-participant observation of scenes and dialogues, and literature study. The results show that *Mufasa: The Lion King* represents moral messages such as honesty, courage, responsibility, and sacrifice, which are constructed through storyline, character development, conflicts, and visual symbols such as sunlight, the throne, and character expressions. These values are conveyed not only explicitly through dialogue but also implicitly through visual and symbolic language. The conclusion of this study emphasizes that animated films play an important role as educational media capable of instilling moral values in audiences of all ages, and demonstrates that visual and narrative signs in film can serve as effective tools in fostering media literacy and character education among younger generations.

Keywords: *semiotics, Charles Sanders Peirce, animated film, moral message, Mufasa: The Lion King*