**ABSTRACT**

***This study entitled "semiotic analysis MORAL MESSAGE ON FILM IP MAN 3". This film is one tool of communication media. Film was the living image of movie or cinema. Through a film information can be consumed in greater depth because the film is the audio-visual media.***

***The purpose of this study was to determine how the bookmarks (signifier) ​​contained in the film IP MAN 3, to determine the marker (signified) contained in the film IP MAN, to determine moral values ​​in life that are contained in the film IP MAN 3, and to know construction of Social Reality that exist in real people's lives.***

***The method used in this study is a qualitative research metopde emphasis on in-depth research, as well as using semiotic Ferdinand de Saussure which contains two important elements, namely the meaning of bookmarks (signifier) ​​and the signified meaning (signified).***

***The results of the research of films IP MAN 3 has a marker that has a lot of meaning in each of these markers. Besides, many meanings signified submitted the film as well as a storyline that contains a lot of values ​​shown good moral message, either positife and negative. Most important of all, the overall concept that is in the film can be understood in any message you want to convey to the audience and the general public.***

***Suggestions wanted to give researchers in this study is that the Producer, Director and Scriptwriter who want to make films not only are fun, but both provide significant meaning in every scene, for the benefit of society. As well as in the selection of actors and actresses must conform in order to harmonize its role. Society must be smart in watching the film, and can understand every message delivered in order to be useful to himself. The latter for researchers who will examine the film should be more careful in analyzing the meaning of bookmarks (signifier) ​​and signified (signified).***