***ABSTRACT***

***This study entitled SEMOTIKA ANIMALSHIP FILM HIJRAH LOVE. Film is one mass communication media that has the power to influence the community so that it can change the form of a message delivered a film to the public. Therefore researchers use film as the subject of research.***

***This study aims to determine the marker, a marker on the movie "Hijrah Cinta" so it can be known social message contained within this film. The method in this research uses qualitative research method with semiotic analysis from Ferdinand De Sussure. This study uses data collection techniques of observation, literature study, and in-depth interview. Technical data analysis in this qualitative research conducted several stages of data reduction, data presentation and conclusion.***

***The results obtained from this research is on the movie "Hijrah Cinta" has ten scenes containing social messages contained in the film "Hijrah Cinta" includes social messages, religious and in the film that in bulk is all bad habits can be in the fox with the seriousness to be better and beneficial to the people****.*