

## Abstract

This paper is entitled “**Semiotic Study to Racism Sign in Disney’s Tinker Bell Movie**”. The purpose of this study is to find out how racism work in a Disney movie released in late 2008, Tinker Bell. This study uses qualitative research method to focus on media texts contained in movies. Semiotics by Charles Sanders Peirce will examine how the signs in the text has hidden meaning. Generally media products such as movies in the process will be related to certain events. Disney is a major controversial media producer under the banner of American liberalism (Althusser in Hall, 1986: 123). Thus, it can be attributed that the movie is a small part of political propaganda about American superiority and their ability to be leaders among other major countries. On the other hand in the analysis, it will be clearly mapped how the strength of the remaining countries will be illustrated in each character, including their power relations. As in general, American public media products always use racism ideologically for profit. It feels more severe because it is packed with children's movies. Where children's movies are one of the literary works. Literary works have a profound effect on the life of even IQ for child. Then, this research will prove that Tinkerbell is not good and ordinary movie for children The true racism message under the movie text messages will be skinned one by one in this paper work.

*Keyword : Semiotic, Racism, Movie, Children Literature*