

ABSTRACT

The film Insyah Allah SAH 2 2018 is a drama film that has a lot of moral messages that we can take, even though there is an element of comedy in this film but the element of Religion is the most inherent in the film's story. In the era of globalization and current developments, this film is able to make the audience feel how a noble person who wants to advise fellow human beings with moral advice in life in society

The purpose of this study was to find out the Representamen, Interpretant and objects contained in the film "God willing". And how a film conveys a moral message contained in the content of a film and has important values that we can take in life and motivation and refer to social reality in society.

The research method used in this research is Qualitative research method which is an in-depth study. Qualitative research methods are used if the research problem is not clearly understood in the meaning contained in the research.

Markers are a meaningful word (language). The film "Insyah Allah SAH" there are many markers that contain nationalist values, markers are a concept of thought. How do you interpret a meaningful word or sentence.

This study used in-depth interviews, library studies, and open questionnaires. The targets in this study were adolescents, parents who had teenage children, who must have watched this film.

Things that researchers want to recommend as input, namely for filmmakers and film academics, create quality films, and for film lovers, be a wise audience in understanding the contents of the film as a role model in life.

Keywords: *God willing, Sahid, semiotics, moral message.*