

ABSTRACT

The title of this research is "Semiotic Analysis in Parasite Films". This film is the first South Korean film to get the 2020 Oscar needed by TJ Entertainment and directed by Bong Joon-Ho which was launched in 2019. The film can educate in terms of family cohesiveness, education and even gratitude for the creator of singing. This study discusses the understanding of the meaning and moral messages put forward in social reality in society.

The research method used is descriptive qualitative method. The theory used is the theory of social reality construction. While the data collection techniques that researchers use are observation, interviews, documentation. Researchers use triangulation to get valid data results using triangulation of data sources.

The data used in this study is the film Parasite, by observing images, dialogue and audio. The collected data is then analyzed using the Ferdinand de Saussure semiotic model consisting of signifier and signified.

The results showed that the parasite film has markers and markers that have high quality moral meaning and messages in it because of the very prominent social inequality that is able to change the way of thinking of everyone who watches it. The meaning and moral message conveyed in the film can realize that a lie will only complicate ourselves, everything we want to have must work hard to get it.

Researchers suggest that film viewers, especially students and the general public, should not only absorb the message contained in this film. But it can be applied in daily life because film is a communication medium that contains moral messages and also audio visual media that are easy to understand.

Keywords: Semiotic, the meaning of moral messages, social inequality