

ABSTRACT

This research examines the Moral Message contained in the short film Ploy The Fighter, this film with the category of drama short films, explains about a woman named Ploy, has a desire to become a boxing athlete and strives to achieve her goals, where the moral message that is important in every story narrative is included in the films shown in the wide layers.

This study aims to recognize how the signs of moral messages are in the character of Ploy in the short film "Ploy The Fighter". The method used is a qualitative research method, with the main data from the dialogue and scenes of the short film. The Paradigm used was constructive and Data collection through documentation includes and in the form of pieces of scenes that show the existence of behavioral efforts or moral message values.

The results of the study using Ferdinand de Saussure's Semiotic analysis divided two elements, namely signifiers and signified. Based on the research that has been carried out that the markers and signifiers of moral messages in the short film "Ploy The Fighter" are found in 8 units of analysis, with 11 indicators of moral messages in the category of moral messages category of Human Relationship with Oneself and Category of Human Relationship with Other Humans in the Social Environment.

Keywords ; Moral Message, Short Film Ploy The Fighter, Semiotics of Ferdinand de Saussure