

ABSTRACT

This study examines visual design and emotional representation in Hayya: The Power of Love 2 to explain how humanitarian and spiritual messages are constructed through visual language and how these messages are interpreted by audiences. The study is motivated by the limited number of works that position the visual design of religious and humanist films as a symbolic language, not merely as visual technique, but as a mechanism that produces meaning and emotion. The research focuses on: (1) identifying key visual forms of mise-en-scène, including setting, lighting, color, costume, composition, and bodily gestures and relations, (2) explaining why and how these visual elements are crucial in constructing emotional messages, and (3) examining the relationship between visual design and audience reception of humanitarian and spiritual values. The study employs design research with the film treated as a visual design artifact. The primary analysis is qualitative, using frame by frame observation of selected scenes and Roland Barthes' visual semiotics, including denotation, connotation, and myth, and is strengthened by reception evaluation through Stuart Hall's encoding-decoding framework using interviews and questionnaires. The findings show that mise-en-scène operates simultaneously as a representational and affective system. It builds a humanitarian context through spatial and situational configurations, activates empathy through gestures and bodily relations, regulates emotional intensity through lighting, color, and costume, and condenses moral and spiritual dilemmas into emotional resolution. From an emic perspective, audiences tend to adopt the preferred meaning of spiritual humanism and identify the child figure and representations of trauma and loss as the core of empathy, although a minority express negotiated readings regarding the film's message delivery strategy.

Keywords: *Visual Design, Emotional Message, Visual Semiotics, Mise-en-scène; Encoding Decoding, Hayya: The Power of Love 2.*