

ABSTRAK

Penelitian ini menggunakan pendekatan kualitatif dengan metode analisis semiotika. Teknik pengumpulan data dilakukan melalui studi dokumentasi terhadap adegan, dialog, serta simbol visual yang terdapat dalam film. Analisis data dilakukan dengan menggunakan konsep semiotika Roland Barthes yang meliputi tiga tingkatan pemaknaan, yaitu denotasi, konotasi, dan mitos.

Hasil penelitian menunjukkan bahwa pada tingkat denotasi film menggambarkan kehidupan tokoh Kaluna sebagai perempuan pekerja yang hidup sederhana dan berusaha memenuhi kebutuhan keluarganya. Pada tingkat konotasi, film merepresentasikan tekanan emosional serta beban sosial yang dialami perempuan akibat peran ganda dalam keluarga. Pada tingkat mitos, film merefleksikan ideologi budaya yang berkembang di masyarakat, seperti anggapan bahwa perempuan harus berkorban demi keluarga serta keberhasilan hidup yang sering diukur melalui kepemilikan rumah.

Pesan moral yang disampaikan dalam film *Home Sweet Loan* menekankan pentingnya kemandirian, kesetaraan peran dalam keluarga, serta keberanian perempuan dalam menentukan pilihan hidup di tengah tekanan sosial yang dihadapinya.

Kata kunci: Semiotika, Pesan Moral, Film, Generasi *Sandwich*, Perempuan

ABSTRACT

This study aims to analyze the moral messages contained in the film Home Sweet Loan using Roland Barthes' semiotic approach. The film was chosen because it represents the phenomenon of the sandwich generation, which is widely experienced in Indonesian society, particularly among young women who face social pressure, family responsibilities, and efforts to achieve financial independence. This phenomenon makes the film relevant to be studied as it contains various symbols and signs that reflect social realities closely related to everyday life.

This research employs a qualitative approach using semiotic analysis. Data collection techniques were carried out through documentation study of scenes, dialogues, and visual symbols presented in the film. The data were analyzed using Roland Barthes' semiotic concepts, which include three levels of meaning: denotation, connotation, and myth.

The results show that at the denotative level, the film portrays the life of Kaluna as a hardworking woman who lives modestly while striving to support her family. At the connotative level, the film represents the emotional pressure and social burden experienced by women due to their dual roles within the family. At the mythological level, the film reflects cultural ideologies present in society, such as the belief that women are expected to sacrifice for their families and that success is often measured through home ownership.

The moral message conveyed in the film Home Sweet Loan emphasizes the importance of independence, equality of roles within the family, and women's courage in determining their own life choices amid social pressures.

Keywords: Semiotics, Moral Message, Film, Sandwich Generation, Women