

ABSTRAK

Simbolisasi Makna Pesan Moral dalam Drama Serial NETFLIX “Squid Game”

Penelitian ini bertujuan untuk mendeskripsikan simbol – simbol yang digunakan dalam drama serial NETFLIX “*Squid Game*” yang menghasilkan makna pesan moral yang tersembunyi. Pertanyaan penelitian yang diajukan adalah simbol – simbol apa saja di dalam drama serial “*Squid Game*” yang menghasilkan makna pesan moral tersembunyi. Metode penelitian ini menggunakan metode penelitian analisis semiotika John Fiske dengan pendekatan penelitian kualitatif. Objek penelitian yang peneliti akan teliti terdiri dari 4 *scene* sebagai objek analisis simbol – simbol yang memiliki makna pesan moral tersembunyi dalam dram serial NETFLIX “*Squid Game*”. Pengumpulan data diperoleh melalui observasi, dokumentasi dan studi pustaka secara mendalam. Data diperoleh melalui studi kepustakaan dan dokumentasi dari berbagai media, baik cetak, digital maupun online. Hasil penelitian menunjukkan bahwa simbol – simbol yang muncul dari setiap Gestur/gerakan pemain, rias wajah, ekspresi, teknik pengambilan gambar, dialog antar pemain dapat digolongkan kedalam ideologi untuk kita tarik pesan moral seperti yang dikutip oleh Suseno (2009 : 110), bahwa pesan moral adalah pesan yang berisikan ajaran-ajaran, wejangan-wejangan, lisan maupun tulisan, tentang bagaimana manusia itu harus hidup dan bertindak, agar ia menjadi manusia yang baik. Banyak sumber ajaran yang disebutkan oleh Suseno, salah satunya ialah sumber ajaran ideologi yang telah peneliti kaitkan dengan analisis analisis semiotika John Fiske. Analisis dilakukan menggunakan level realitas, representasi dan ideologi untuk menarik pesan moral dalam film tersebut. Makna pesan moral yang telah di temukan oleh peneliti antara lain; pentingnya mengatur keuangan, kerjasama, beryukur dan jangan mudah percaya terhadap orang lain.

Kata Kunci : Semiotika, Pesan Moral, Film

ABSTRACT

Symbolizing the Meaning of Moral Messages in the NETFLIX Drama Series “Squid Game”

This study aims to describe the symbols used in the NETFLIX drama series "Squid Game" which produces the meaning of hidden moral messages. The research question posed is what symbols in the drama series "Squid Game" produce the meaning of hidden moral messages. This research method uses John Fiske's semiotic analysis research method with a qualitative research approach. The object of research that the researcher will examine consists of 4 scenes as objects of analysis of symbols that have the meaning of hidden moral messages in the NETFLIX drama series "Squid Game". Data collection was obtained through observation, documentation and in-depth literature study. Data were obtained through literature studies and documentation from various media, both print, digital and online. The results show that the symbols that appear from each player's gestures/movements, make-up, expressions, shooting techniques, dialogues between players can be classified into ideology for us to draw a moral message as quoted by Suseno (2009: 110), that the message Moral is a message that contains teachings, discourses, oral and written, about how humans must live and act, so that they become good human beings. Suseno mentions many sources of teachings, one of which is the source of ideological teachings that the researcher has associated with John Fiske's semiotic analysis. The analysis is carried out using the level of reality, representation and ideology to draw the moral message in the film. The meaning of moral messages that have been found by researchers include; the importance of managing finances, cooperation, gratitude and do not easily trust others.

Keyword : Semiotics, Moral Messages, Film