

# Analysis of the Moral Message Content in the Film “Pulang”

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## ABSTRACT

### Keywords

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This research aims to analyze the moral message conveyed in the film “Pulang” directed by Azhar Kinoi Lubis. Community films function as a significant medium to influence public perception. This research uses qualitative research methodology, specifically using Charles Sanders Peirce’s semiotic theory for its analysis. Using Peirce’s semiotic approach, this research explores the signs and symbols in the film to reveal the underlying moral message. The main finding of this research is that the film “Pulang” is not only entertaining but also conveys important moral messages for society, such as the importance of maintaining family relationships, respecting cultural diversity, and maintaining individual identity in the face of social complexity.

## 1. Introduction

Film is a form of art created by people to express ideas, life facts, and specific messages to the audience (Fakhrudin et al., 2019). Film, as a form of mass communication, has the potential to alter and affect society through its visuals and messages. In terms of women's depiction, films are frequently used to display preconceptions about women, such as women being weak, easily subjugated, lacking control over their bodies, and frequently being seductive objects for men (Wibowo, 2019).

In the modern digital era, the media is critical in depicting women (Bagu et al., 2023). As a result, emphasizing the reality of women's situations in society is an intriguing concept for a film. Films can serve as both an entertaining medium and a source of information for the audience (Yuwita, 2018). Films make it easier to deliver knowledge and moral themes, and they can have a good impact on the audience (Fatriyah et al., 2020).

One of the films that is intended to have a good and educational impact on the audience is Azhar Kinoi Lubis' "Pulang". KlikFilm Production, Canary Studios, and RK23 Pictures produced this film, which has received 86,000 views on YouTube (Riznaldy & Kusnarto, 2023). Azhar Kinoi Lubis, a well-known film director, has garnered numerous accolades, making the film "Pulang" an intriguing subject for further research.

There are several previous studies that are relevant to this study, including: First. Research by Salma Bagu, Debby Kawengian and Lingkan Tulung (Bagu et al., 2023) entitled “Analisis Semiotika Pesan Pesan Moral Pada Tayangan Serial Film Layangan Putus Tentang Perselingkuhan”. The purpose of this study is to determine the moral messages conveyed by the film Kite Putus about Infidelity, as well as to conduct a semiotic analysis of moral messages in Kites on Infidelity film series screenings using Charles Sanders Pierce’s semiotic approach, which employs the meaning triangle of Representation, Object, and Interpretant. According to the research findings, this film has 13 moral messages that are organized into a meaning triangle based on Representation, Object, and Interpretation.

Second. Research by Kartini, Indira Fatra Deni and Khoirul Jamil (Kartini et al., 2022) entitled "Representasi Pesan Moral dalam Film Penyalin Cahaya: Analisis Semiotika Charles Sanders Peirce". The purpose of this study is to determine how the moral message is conveyed in the film Penalin Cahaya utilizing Charles Sanders Peirce's semiotic analysis theory, which will help scholars better comprehend the meaning of signs, objects, and interpretants. The findings of this study are relevant to moral teachings about human interactions with oneself and with other individuals in the social arena.

Third. Research by Muhammad Rangga Saputra, Suryati Suryati and Anang Walian (Saputra et al., 2023) entitled "Analisis Pesan Moral Pada Sinetron Cinta Setelah Cinta". The goal of this research is to discover what moral teachings are conveyed in the soap opera Cinta After Cinta. This study employs semiotic analysis by Charles Sanders Peirce, as well as qualitative research through observation and documentation. The study's findings featured a moral message, which was disseminated between May 16 and May 20, 2022. Among other things, good parents must always protect their children, marriage is more than a promise; caring for a husband is a wife's responsibility; and a dutiful child helps and prays for his parents and others.

In this study, Charles Sanders Peirce's semiotic theory is utilized to examine the representation of women in the film "Pulang". Peirce's semiotic theory focuses on three essential elements: signs, objects, and interpretants (Kartini et al., 2022). A sign is anything that can be interpreted as something else; an object is something to which a sign refers; and an interpretant is the understanding or meaning that arises as a result of the sign. Researchers can use Peircean semiotic analysis to study the meanings included in the scenes, dialogue, and visual symbols portrayed in the film "Pulang" connected to the representation of women (Rajendra et al., 2021).

## 2. Method

This study employs a qualitative research design with a semiotic analysis technique inspired by Charles Sanders Peirce. The film "Pulang" by Azhar Kinoi Lubis serves as the primary data source for this investigation. Aside from that, supporting evidence was gathered from literature studies, which included books, journals, and articles about the representation of women in cinema. The data analysis process in this research was carried out through many steps, including: (1) Recognize the signs in the film "Pulang", whether they are scenes, conversation, or visual symbols (2) Interpret the objects represented by these signs. (3) Examine the interpretation (interpretant) or meaning derived from the detected indicators. (4) Draw conclusions concerning the portrayal of women in the film "Pulang" based on the semiotic analysis performed.

Researchers are expected to be able to reveal the meanings contained in the film "Pulang" related to the representation of women using Peirce's semiotic analysis model, as well as provide a deeper understanding of how films can be used to convey moral and educational messages to the audience (Fatimah & Lutfiah, 2021).

## 3. Result and Discussion

Based on Charles Sanders Peirce's semiotic analysis of the film "Pulang," various meanings and symbols used in the film were identified. Through the signs that emerge, whether in dialogue, scenes, or visuals, this film conveys moral messages to the audience (Wati et al., 2023). First, the film "Pulang" delivers a moral message about the importance of family values. This is evident from various scenes depicting the relationships between the main characters, especially between the mother and her children (Asti et al., 2020). Despite being separated for a long time, the emotional bond between them remains intact. The mother always longs for her children's return and tirelessly seeks them out. Conversely, the children also yearn for their mother and strive to return home (Liemansyaputri et al., 2022).

Additionally, the film "Pulang" also conveys a moral message about the importance of not giving up in the face of life's challenges. This is evident from the struggles of the main characters, especially the mother, to continue searching for her lost children (Restu et al., 2020). Despite facing various obstacles and hindrances, the mother remains resilient and unwavering in her efforts. This message is conveyed through various scenes depicting the mother's resilience and perseverance in facing all trials.

This moral message is expected to inspire the audience not to easily despair in facing life's problems (Fauziyah & Maksun, 2020).

Furthermore, the film "Pulang" also conveys a moral message about the importance of maintaining good relationships with others. This is evident from scenes depicting interactions between the main characters and other community members. Despite coming from different backgrounds, they continue to help and support each other. This moral message is expected to inspire the audience to be more caring and supportive towards others (Leliana et al., 2021).

In the film "Pulang," there is also a moral message about the importance of preserving cultural identity. This is evident from various cultural symbols presented in the film, such as traditional clothing, traditional household items, and local customs. Despite living outside their cultural environment for a long time, the main characters still strive to maintain and preserve their cultural identity (Riznaldy & Kusnarto, 2023). This moral message is expected to remind the audience of the importance of preserving local culture amidst globalization.

Moreover, the film "Pulang" also conveys a moral message about the importance of forgiveness and letting go of resentment. This is evident from scenes depicting how the main characters, especially the mother, are able to forgive others' mistakes and refrain from seeking revenge. Despite experiencing various sufferings and hardships, they are still able to forgive and refrain from seeking revenge. This moral message is expected to inspire the audience to be more forgiving and less vengeful in facing life's problems (Weisarkurnai & Nasution, 2017).

Additionally, the film "Pulang" also conveys a moral message about the importance of protecting and nurturing children. This is evident from various scenes depicting the mother's struggle to protect her children from various threats and dangers. The mother is willing to do anything for the safety and welfare of her children (Yonaski & Supiarza, 2021). This moral message is expected to remind the audience of the parents' responsibility to protect and nurture their children.


Aside from the aforementioned moral messages, the film "Pulang" also conveys a message about the importance of independence and hard work. This is evident from scenes depicting how the main characters, especially the mother and her children, strive to live independently and not rely on others (Nisa & Hermansah, 2022). They are willing to do any work to meet their needs. This moral message is expected to inspire the audience to work harder and live independently.

Overall, the film "Pulang" conveys very important moral messages for human life. Family values, resilience in facing life's challenges, caring for others, preserving cultural identity, forgiveness and letting go of resentment, protecting children, and independence and hard work become the main focus in conveying moral messages in this film. These moral messages are expected to inspire and provide valuable lessons to the audience (Wicaksono & Qorib, 2019).

The film "Pulang" is a cinematographic work that presents various moral messages through semiotic signs contained within it. Charles Sanders Peirce's semiotic analysis reveals that this film is rich in symbols and profound meanings related to human life values (Saputra et al., 2023). First, the film "Pulang" delivers a moral message about the importance of family values. This is evident from various scenes depicting the relationships between the main characters, especially between the mother and her children. Despite being separated for a long time, the emotional bond between them remains intact. The mother always longs for her children's return and tirelessly seeks them out. Conversely, the children also yearn for their mother and strive to return home (Yonaski & Supiarza, 2021).

Family values depicted in this film, such as affection, caring, and kinship, become the main focus in conveying moral messages. This is in line with Barthes' idea that morality is a norm that determines behavior to be applied, including within the family environment. The moral message about the importance of family values is expected to inspire the audience to appreciate and maintain family relationships (Liemansyaputri et al., 2022). Additionally, the film "Pulang" also conveys a moral message about the importance of not giving up in the face of life's challenges (Rosalina, 2021). This is evident from the struggles of the main characters, especially the mother, to continue searching for her children.

## 3.1. Presenting the Results

<p><b>Scene 1</b></p>	 <p>Dialog:  <b>Pras</b> : <i>ya anak-anak harus diajak ngomong juga dong, ga bisa tiba-tiba langsung di pindahin ke Jogja (Yes, the children have to be talked to too, you can't just suddenly move them to Jogja)</i>  <b>Santi</b>: <i>Aku ga perlu minta persetujuan mereka sih, mereka anak-anak ku Pras, aku tau yang terbaik untuk mereka (I don't need to ask for their approval, right? they are my children Pras, I know what is best for them)</i></p>
<p><b>Duration</b></p>	<p>06.38 – 06.55</p>
<p><b>Sign</b></p>	<p>Conversation between husband and wife on the terrace of their house.</p>
<p><b>Object</b></p>	<p>The values and concepts reflected through their conversations, including the importance of open communication, participation in decision making, and balance between parental authority and children's interests in a family.</p>
<p><b>Interpretant</b></p>	<p>Interpretants in this scene include the importance of open communication, respect for children's opinions, responsibility in making decisions, as well as the complexity of family relationships and power dynamics in a marriage relationship.</p>


In that scene, the dialogue between the husband and wife on their porch serves as a sign. This interaction reflects the relationship dynamics and decision-making within the family. The dialogue is a sign because it demonstrates interaction and communication among family members, indirectly or directly portraying their relationship dynamics (Leliana et al., 2021). The object encompasses values and concepts reflected through the conversation, such as the importance of open communication, participation in decision-making, and balancing parental authority with children's interests within a family. Through their dialogue, these values are represented and advocated, such as when the husband emphasizes involving children in decision-making. Meanwhile, the wife asserts her authority as a mother and her confidence in making the best decisions for their children without needing their approval.

The interpretant is the understanding or moral message conveyed to the audience after observing the dialogue between the husband and wife on their porch. The interpretant is an understanding of the importance of open communication, appreciation of children's opinions, responsibility in decision-making, and the complexity of family relationships and power dynamics within a marriage. Audiences can interpret that through this conversation, the film conveys a message about the significance of healthy family relationships, open communication, and responsibility in decision-making, especially in facing life's challenges and changes (Pradita et al., 2023).

<p><b>Scene 2</b></p>	<div data-bbox="598 282 1273 568" data-label="Image"> </div> <p>Dialog:</p> <p><b>Rindu</b> : ayah kenapa sih ya pakai mobil beginian ke Jogja? (Dad, why are you using a car like this to Jogja?)</p> <p><b>Pras</b> : ya mobil yang satunya kan dipakai sama ibu (yes, the other car is used by my mother)</p> <p><b>Rindu</b> : bukan itu maksud rindu (that's not what means)</p> <p><b>Pras</b> : apaa (what?)</p> <p><b>Rindu</b> : kenapa kita ga naik pesawat aja atau paling ga naik kereta deh biar lebih cepet (why don't we just take a plane or at least take a train so it's faster)</p> <p><b>Pras</b> : yah kan ayah pengen nya kita berempat pakai mobil ini di Jogja keliling – keliling anggap aja sekilas kenangan, kan dulu kita pakai mobil ini juga (well, dad wants the four of us to use this car around Jogja, let's just think of it as a flash of memories, we used to use this car too).</p>
<p><b>Duration</b></p>	<p>08.00 – 08.40</p>
<p><b>Sign</b></p>	<p>Conversation between Pras and Rindu when their car broke down on the way.</p>
<p><b>Object</b></p>	<p>The values of sacrifice, care for family relationships, and appreciation for shared memories.</p>
<p><b>Interpretant</b></p>	<p>A moral message about the strength of family relationships built on sacrifice and appreciation for shared memories.</p>


In the third scene of the film “Pulang,” the sign is the conversation between Pras and his daughter, Rindu, when their car breaks down on the way to Jogja. This interaction creates an experience that refers to the relationship between a father and his child, as well as the values contained within family relationships. The conversation is a “sign” because it is an element that demonstrates interaction and communication among family members, directly or indirectly depicting their relationship dynamics. The object is the values reflected through the conversation between Pras and Rindu when their car breaks down on the way to Jogja. The object includes several important values about family and inter-family relationships, such as sacrifice, a father’s dedication to creating precious memories for his family, and the desire to nurture family relationships and cherish memories of the past (Liemansyaputri et al., 2022).

Through their conversation, these values are represented and advocated, thus becoming the focus or goal of the message conveyed through the occurring “sign.” The interpretant is the understanding or moral message conveyed to the audience after observing the conversation between Pras and Rindu when their car breaks down on the way to Jogja. The interpretant is an understanding of the importance of sacrifice in family relationships, a father’s dedication to creating precious memories for his family, and the desire to nurture family relationships and cherish memories of the past (Amanda & Sriwartini, 2020). Audiences can interpret that through this conversation, the film conveys a message about the importance of nurturing and cherishing family relationships, as well as the meaningfulness of shared memories in forming strong family bonds.

<b>Scene 3</b>	 <p>Dialog:  <b>Sinta</b> : Rindu tuh masih SMA loh! Mana ada anak SMA rambutnya pink (Rindu in high school, you know! Where there are high school students with pink hair?)  <b>Pras</b> : yakan lagi libur juga, ntar kalo dah masuk sekolah pasti rambutnya di cat hitam lagi, yakan nduk?. (Isn't it the holidays? When you go to school your hair will definitely be dyed black again, right?).</p>
<b>Duration</b>	10.25 – 10.38
<b>Sign</b>	The interaction between Sinta and Rindu when Sinta scolds Rindu for dyeing her hair pink.
<b>Object</b>	The values reflected through these interactions include the importance of balance between self-expression and adhering to social norms, as well as the importance of communication and understanding in parent-child relationships.
<b>Interpretant</b>	Through the interaction between Sinta and Rindu, the film conveys a message about the importance of respecting individual uniqueness while still paying attention to the values and expectations held by society and family.


In the fourth scene, the sign is the interaction between Sinta and Rindu when Sinta reprimands Rindu for dyeing her hair pink. This interaction creates an experience that refers to the dynamics of parent-child relationships, as well as the values reflected in that interaction. The conversation is a sign because it is an element that demonstrates interaction and communication between parents and children, directly or indirectly portraying parents' approach to their child's self-expression (Yonaski & Supiarza, 2021). This interaction creates an opportunity to convey a thought-provoking moral message about the balance between self-expression and conforming to social norms, as well as the importance of communication and understanding in parent-child relationships.

The object is the values reflected through the interaction between Sinta and Rindu when Sinta reprimands Rindu for dyeing her hair pink. The object includes several important values about family and inter-family relationships, such as the importance of balancing self-expression and conforming to social norms, as well as the importance of communication and understanding in parent-child relationships. The interpretant is an understanding of the importance of balancing self-expression and conforming to social norms, as well as the importance of communication and understanding in parent-child relationships. Audiences can interpret that through the interaction between Sinta and Rindu, the film conveys a message about the importance of appreciating individual uniqueness while still considering the values and expectations held by society and family (Anwar et al., 2022).

	 <p><i>Dialog:</i>  <b>Rindu:</b> Rindu ulang tahun terus ayah kasih kado rindu sketsa gambar kura-kura (It was my birthday and my father gave me a gift, I miss him, a sketch of a turtle)  <b>Pras :</b> kamu masih ingat? (do you still remember?)  <b>Rindu :</b> ingatlah, waktu itu ayah bilang kura-kura itu walaupun dia lambat tapi dia selalu sampai pada tujuannya sama kaya hidup ada proses yang harus di lalui (remember, at that time my father said that the turtle, even though he is slow, he always reaches his goal, just like in life there is a process that must be gone through)</p>
<b>Duration</b>	10.48 – 11.06
<b>Sign</b>	Emotional dialogue between Pras and Rindu as they continue their journey to Jogja and reminisce about past memories.
<b>Object</b>	Their dialogue about the turtle sketch that Pras gave Rindu as a birthday gift, these values are represented and fought for, become the focus or goal of the message conveyed through the "sign" that occurs.
<b>Interpretant</b>	Through emotional dialogue between Pras and Rindu, the film conveys a message about the importance of appreciating every moment together in the family, as well as the importance of appreciating and celebrating family relationships and every precious moment we have with the people we love.

In scene 5, the sign is the emotional dialogue between Pras and Rindu as they continue their journey towards Jogja and reminisce about past memories. This dialogue creates an experience that communicates feelings, the emotional relationship between father and daughter, and the values reflected in their conversation. The interaction between Pras and Rindu creates a moment that evokes emotions and provides insight into a strong family relationship. This dialogue becomes a “sign” because it is an element that demonstrates interaction and communication between the characters, thus forming the foundation for understanding the message that this film wants to convey to the audience. The object is the values reflected through the conversation between Pras and Rindu as they reminisce about past memories.

These values include the importance of family, past memories, and the meaning in life’s journey. Through their dialogue about the turtle sketch given by Pras to Rindu as a birthday gift, these values are represented and advocated. The sketch is not just a physical gift but also a symbol of patience, perseverance, and the meaning in the process. The interpretant is the understanding or moral message conveyed to the audience after observing the conversation between Pras and Rindu as they reminisce about past memories. The moral message is about the importance of family values, past memories, and the meaning in life’s journey (Juniarti & Wahyuni, 2022). Audiences can interpret that through the emotional dialogue between Pras and Rindu, the film conveys a message about the importance of cherishing every moment together as a family and appreciating and celebrating family relationships and every precious moment we have with the people we love.

	 <p>Dialog: <b>Pras</b> : <i>ya bagus dong, perjalanan kamu masih panjang, kamu masih sekolah ga usah pacaran-pacaran dulu lah yah, nanti nih kalo suatu hari kamu ketemu orang yang sekiranya baik terus bisa ngejagain kamu, kamu nya yakin baru deh tuh (Yes, that's good, you still have a long way to go, you're still at school, there's no need to date, okay? Later, if one day you meet someone who is good and can take care of you, you'll be sure then).</i></p>
<b>Duration</b>	11.20 – 11.42
<b>Sign</b>	Pras gave Rindu advice about love and relationships.
<b>Object</b>	The values are reflected through the advice given by Pras to Rindu. These values include the importance of patience, consideration, focus on education and self-development in adolescence, as well as confidence and wisdom in making the right decisions in romantic relationships.
<b>Interpretant</b>	The advice given by Pras underlines the importance of patience, mature thinking and self-confidence in dealing with romantic situations. It also emphasizes that there is a right time for everything in life, and it is important to focus on education and self-development before getting involved in a serious relationship.

In the sixth scene, the sign is the interaction between Pras and Rindu, especially when Pras gives advice to Rindu about love and relationships. Their dialogue serves as a sign or cue highlighting an important moment in the parent-child relationship, where Pras tries to provide guidance to Rindu regarding romantic relationships. This interaction creates a communicative experience between them that carries specific meanings, such as the need for patience, consideration, and wise advice when dealing with romantic issues. The object is the messages or values intended to be conveyed to the audience through the advice given by Pras to Rindu about love and relationships. These messages include: The importance of patience in romantic relationships. The need for careful consideration before getting involved in a serious relationship. Focus on education and self-development during adolescence.

The importance of confidence and wisdom in making the right decisions in matters of love. By giving this advice to Rindu, Pras aims to guide his daughter towards wiser decisions and ensure that she understands the importance of making the right choices in her life, especially in matters of love and relationships (Saputra et al., 2023). The interpretant is the understanding or moral message conveyed to the audience after observing the advice given by Pras to Rindu about love and relationships. The message emphasizes the importance of guidance and direction from parents in dealing with the complexities of the world of romance and teenage life. Pras's advice highlights the importance of patience, mature thinking, and confidence in dealing with romantic situations. It also emphasizes that there is a right time for everything in life and the importance of focusing on education and self-development before getting involved in serious relationships (Bagu et al., 2023).



<p><b>Scene 6</b></p>	<div data-bbox="564 250 1238 539" data-label="Image"> </div> <p>Dialog:  <b>Santi:</b> <i>kok kaya gitu sih mikir nya mas, ini lowongan bukan diada-adain khusus buat kamu, perusahaan yudo lagi butuh tim marketing yang solid loh. Menurut aku kamu itu orang yang pas kok, kamu tuh jago banget lagi bisa ngeyakinin banyak orang aku yakin yudo pasti butuh orang kaya kamu (why do you think like that bro, this vacancy wasn't created specifically for you, the judo company still needs a solid marketing team, you know. I think you are the right person, you are really good and can convince a lot of people. I am sure that Judo definitely need someone like you)</i>  <b>Pras :</b> <i>aku ga mau ambil jatah orang Santi, kamu tadi bilang nya perusahaan nya butuh orang, orang yang pas kalau minsalnya ada orang yang lebih pas, aku ga bisa singkirkan dia dong. Nanti apa kata orang kalau aku diterima cuman gara-gara aku kakak iparnya yudo” (I don't want to take Santi's place, you said earlier that the company needs people, suitable people, if for example there is someone more suitable, I can't get rid of him, bro. “What will people say if I'm accepted just because I'm Yudo's sister-in-law?”)</i></p>
<p><b>Duration</b></p>	<p>38.40 – 39.54</p>
<p><b>Sign</b></p>	<p>Interaction between Santi and Pras regarding suggestions for registering for job vacancies at Santi's sister company.</p>
<p><b>Object</b></p>	<p>Pras faced values such as integrity, ethics and career values when he considered the offer.</p>
<p><b>Interpretant</b></p>	<p>The understanding or moral message conveyed to the audience after seeing Pras reject the offer. The moral message is about the importance of maintaining integrity, ethics and values in a career, as well as the importance of equal opportunities and fair competition.</p>

In the seventh scene, the sign is the job offer given by Santi to Pras through their telephone conversation. This event or sign triggers an interaction between the two characters and conveys a specific message to the audience. In this context, the job offer serves as a sign that leads to the understanding that an important situation or decision is being made. The offer introduces themes about family relationships and career, as well as depicts the dynamics between Pras and Santi within their relationship context. The object refers to the values and concepts faced by the character Pras when he is confronted with the job offer from Santi. These values and concepts include: Integrity, Pras is faced with the question of how far he will maintain his integrity in making career decisions. Ethics: Pras must consider the ethical aspects of the situation. Balancing between family and career relationships: Pras is faced with the question of how to maintain a balance between maintaining family relationships and pursuing a professional career.

The interpretant of this scene is the moral message that portrays the importance of maintaining integrity, ethics, and values in one's career, as well as equal opportunities and fair competition. Pras's actions show that he chooses to respectfully decline the offer because he wants to ensure that the opportunities he receives are based on his abilities and not because of family connections. This sends a message to the audience that integrity and moral principles should not be sacrificed for personal gain or seemingly advantageous opportunities (Siregar et al., 2023). Additionally, Pras's actions also emphasize the importance of viewing career opportunities from a perspective of professionalism and honesty, rather than exploiting Family relationships for personal gain (Wati et al., 2023). It teaches

the audience that in making career decisions, it is important to maintain integrity and ethics, as well as compete fairly with others.

### 3.2. Create a Discussion

#### Analysis of Research Discussion Using Charles Sanders Peirce's Semiotic Theory

The research outlined in this document focuses on the analysis of the film "Pulang" through the approach of Charles Sanders Peirce's semiotic theory. The film "Pulang" is a cinematographic work created to convey specific messages to the audience. As an audiovisual text, the film "Pulang" can be studied using Peirce's semiotic theory to uncover the meanings contained within it. Peirce's semiotic theory offers a comprehensive framework for analyzing signs that appear in a work, including films. According to Peirce, a sign consists of three main elements: the representamen (the physical form of the sign), the object (the sign's referent), and the interpretant (the interpretation of the sign). These three elements are interconnected and form a process of meaning-making called semiosis (Kartini et al., 2022)

In analyzing the film "Pulang," researchers can apply Peirce's semiotic theory by identifying the signs that emerge, whether in visual, audio, or audiovisual form. These signs can take the form of scenes, dialogue, symbols, colors, lighting, camera angles, and other cinematic elements. Each identified sign can then be analyzed based on the representamen, object, and interpretant to understand the meaning contained within it (Saputra et al., 2023). The representamen in the film "Pulang" can take the form of visual elements such as objects, backgrounds, costumes, facial expressions, and body movements of the characters. Audio elements such as dialogue, music, and sound effects can also serve as representamen (Warouw & Waleleng, 2021). Meanwhile, the object refers to the reference or meaning contained within these signs, such as socio-cultural backgrounds, economic conditions, or specific ideologies (Haritsa & Alfikri et al., 2022).

The process of interpreting signs in the film "Pulang" involves the interpretant, which is the audience's understanding or interpretation of the observed representamen and object. The interpretant can be influenced by the audience's background, experiences, and knowledge (Mainake et al., 2019). In this context, the interpretant can also be influenced by the researcher's understanding of the cultural, social, and historical context underlying the film.

One example of applying Peirce's semiotic theory in the analysis of the film "Pulang" is in the opening scene of the film. In this scene, there is a representamen in the form of a visual depiction of rural surroundings with backgrounds of trees, rivers, and simple houses (Alfarobby & Rengganis, 2023). The object that can be inferred from this representamen is the portrayal of rural community life in Indonesia. Meanwhile, the interpretant that may arise is the audience's understanding that this film will address the life and culture of rural communities.

Further analysis can be conducted on other elements in the film, such as the use of colors, lighting, camera angles, and emerging symbols. Each identified sign can be examined based on the representamen, object, and interpretant to uncover the meaning contained within it (Pradita et al., 2023). Through Peirce's semiotic analysis, researchers can explore various aspects of the film "Pulang," such as gender representation, social relations, cultural values, and the moral messages conveyed by the director. This analysis can provide a more comprehensive understanding of how the film "Pulang" constructs reality and conveys specific meanings to the audience.

For example, in the film "Pulang," there are several scenes that depict representations of women. The emerging representamen can take the form of physical appearance, facial expressions, and behaviors of female characters. The object that can be inferred is the social and cultural construction of women in Indonesian society (Diputra, 2022). The interpretant that may form is the audience's understanding of how the film "Pulang" represents women, whether it aligns with prevailing stereotypes or seeks to offer a different perspective.

Furthermore, the film "Pulang" can also be examined in terms of the moral messages it seeks to convey. The signs that emerge, such as dialogue, symbols, and the ending of the film, can be analyzed to reveal the moral values contained within them (Arista & Sudarmillah, 2022). The representamen can take the form of visual or verbal representations depicting certain moral concepts. The object that is inferred can be social, cultural, or religious norms that apply in society. The interpretant that forms

can provide an understanding of how the film "Pulang" communicates moral messages and how these messages can influence or provide learning for the audience.

Additionally, Peirce's semiotic analysis can also be used to examine other aspects of the film "Pulang," such as representations of cultural identity, power relations, and the social and political implications contained within it. Through this approach, researchers can uncover layers of meaning hidden behind the signs that emerge in the film. In the analysis process, researchers must consider the historical, social, and cultural contexts underlying the film "Pulang." This is important to understand how the signs in the film relate to the reality existing in society (Rosalina, 2021). Additionally, researchers also need to consider the perspectives and backgrounds of the audience, as the interpretant can be influenced by these factors.

#### 4. Conclusion

It is concluded that this research focuses on the semiotic analysis of the film "Pulang" directed by Azhar Koini Lubis. This film is a cinematographic work that has the potential to convey messages and influence societal perceptions, especially regarding the representation of women. In general, this study aims to explore the symbolic meanings and moral messages contained in the film "Pulang" through the approach of Charles Sanders Peirce's semiotic theory. Films are considered effective mediums for conveying ideas and constructing reality in society, including issues related to gender and female stereotypes.

The research background indicates that in the current digital era, media plays a significant role in representing women. Women are often objectified and subjected to certain stereotypes in society, such as being considered weak, easily oppressed, and objectified as sexual objects by men. Therefore, the analysis of the film "Pulang," which is expected to provide learning and positive impacts for viewers, is intriguing to study. In this research, Charles Sanders Peirce's semiotic approach is used to analyze the signs, symbols, and meanings contained in the film "Pulang." Peirce categorizes signs into three types: icon, index, and symbol. Semiotic analysis is expected to reveal the moral messages and values that the director intends to convey through the film.

The results show that the film "Pulang" contains various signs and symbols reflecting gender issues and female stereotypes in society. Scenes in the film depict complex representations of women, not only as sexual objects or victims but also as individuals with strength, resilience, and the ability to fight for their rights. Furthermore, the film "Pulang" also conveys strong moral messages, such as the importance of maintaining family relationships, respecting cultural differences, and preserving one's identity amidst complex social dynamics. These themes are conveyed through visual symbolism, dialogue, and interconnected storylines.

Overall, this research contributes to understanding how films can be used as a medium to convey moral messages and shape societal perceptions, particularly regarding gender issues and the representation of women. The semiotic analysis conducted on the film "Pulang" reveals that cinematographic works have the potential to be effective tools for education and social transformation.

The findings of this research can also serve as a reference for future studies focusing on the analysis of media texts, especially films, from a semiotic perspective. Additionally, the results of this research can provide insights for filmmakers to consider representations of women and gender issues in the production and delivery of messages through their cinematic works. Thus, it is hoped that films can become a medium that not only entertains but also brings positive impact to society.

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