

Qualitative content analysis of moral messages in the film gara gara warisan

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Abstract

Keywords Film; Moral Message; Content Analysis; Gara-Gara Warisan.	The moral message is the core that is embedded in the continuity of a narrative, whether in the form of literary works or visual works such as films. This research aims to reveal the moral message contained in the film "Gara-Gara Warisan" through qualitative content analysis. This film was chosen because it presents a story rich in internal family conflict, sacrifice and reconciliation, which raises deep ethical questions. The research method used is qualitative content analysis, which allows researchers to explore and understand the moral messages implied through dialogue, actions and interactions between characters in the film. The research results show that the film "Gara-Gara Warisan" highlights moral themes such as sacrifice, integrity, family reconciliation, and unity. The characters are faced with difficult choices that test their honesty and loyalty to family values. Key moments such as reconciliation and redemption show the emotional and psychological changes in their relationship. This film also invites viewers to reflect on the true meaning of family and how important it is to maintain unity in facing life's challenges.
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1. Introduction

Humans rely heavily on communication to foster social relationships. Communication facilitates the exchange of information and messages. Laswell's paradigm defines communication as the process of forming a message, delivering it through a channel to the recipient, and causing an impact (Sartika, 2014). What exactly is meant by "channel"? Communication is sharing information among communicators using various means. To ensure a smooth order process, communicators and communicants must share a shared understanding and have access to appropriate media support (Ramadhan, 2023).

Communication is used in a variety of settings and situations. Mass communication is one aspect of a person's life that can take various forms. Mass communication evolved alongside significant advancements in technology. Rakhmat's book "Mass Communication: An Introduction" defines mass communication as the dissemination of a message to a large audience via mass media. Thus, the term "media mass" should be used in the context of mass communication (Fitriana, 2020). Communication that reaches a huge number of people without the use of mass media cannot be considered mass communication. There are two types of mass media: print and electronic. Print media refers to magazines and newspapers. Meanwhile, electronic media includes radio, television, and movies. Film is a powerful tool for mass communication, expressing messages both audibly and nonverbally (Salsabila & Syarief, 2023).

Film, a kind of visual mass communication, holds significant influence in this region of the world. Every week, hundreds of millions of people watch movies on the big screen and television. A feature film, starring well-known actors, is typically presented in theaters and sold as merchandise.Story films, often known as fiction films, are films based on fictional stories (Puspitasari, 2021).



There are two types of story films: 1) Short films are those lasting less than 60 minutes. This style of film is typically created by filmmakers that have a passion for the craft. Some production organizations specialize in producing short films for distribution on various broadcast channels. 2) Films that last more than 60 minutes (Prima, 2022). This film is often screened in cinemas. Film's ability to combine aural and visual elements makes it a popular medium. Films are an effective communication tool for conveying important and instructional information to audiences, including moral messages. The Big Indonesian Dictionary defines morals as good and negative attitudes and deeds. Morals refers to human attitudes and acts based on societal values, both good and harmful. All kinds of literature, including cinema, convey moral messages (Sartika, 2014). The film aims to provide practical moral lessons that can be interpreted through its plot. A literary work's moral message is influenced by the author's views, goals, and personal interests. Films can effectively teach moral principles by conveying the intended message through the narrative flow. Filmmakers in Indonesia often draw inspiration from middle-class societal issues, such as the struggle for inheritance (Rajendra & Srigati, 2021).

Indonesian cinema addresses inheritance disputes, a common topic among families. The film's title is "Gara Gara Warisan." Gara Gara Warisan, a comedic drama with moral overtones, received a 7.4/10 rating on IMDb. This film, released in 2022, resonated with audiences by exploring the concept of family and its interpretation (Sitanggang et al., 2024). In 2022, Muhadkly Acho's comedy picture received a best film nomination at the Indonesian Journalist picture Festival. Aside from that, this film is also included in the top ten best-selling films as of August 2022 with 574,830 viewers (Aini, 2023).

In the film Gara Gara Warisan, three brothers compete for the inheritance of their father, Dahlan. The film, directed by Muhadkly Acho, follows Dahlan's challenge to his three children to care for the family's guest house. The guest house personnel serve as judges and choose the winner. The three individuals must demonstrate strong leadership qualities in front of the staff (Umami & Ichsan, 2024). Researchers like analyzing and researching the film Gara Gara Warisan due to its vital message. Building trust within a family is crucial, especially when faced with a significant challenge, such as inheritance. This film promotes family values such as harmony, helping others, responsibility, and acceptance of each other's talents and shortcomings. The film aims to teach viewers about heritage and the importance of sharing inheritance wisely to avoid conflicts and other issues.

The film Gara Gara Warisan already exists which has made it an object of research, such as that carried out by Amalia Hanifa, Laila Afifah, M. Zaki Mubarok & Nasichah (2023) entitled "Semiotic Analysis in the Film Gara-Gara Warisan." of connotation and denotation, as well as effective communication through both verbal and nonverbal methods. Researchers analyzed six scenes in the film "Gara-Gara Warisan" using semiotic analysis to understand denotation and connotation, as well as verbal and nonverbal communication. Additionally, the film "Because of Heritage" discusses family values like harmony and fairness. Furthermore, research conducted by Fiqi Maulfi Aulianto & Doddy Iskandar (2023) Representation of Family Communication in the film "Gara-Gara Warisan". This study examines how the film "Because of Heritage" depicts family communication. The research findings indicate that there is a denotational meaning. The film Gara-Gara Warisan highlights family communication between Mr. Adam, Laras, Dicky, and Astuti. The connotations in the film There are various instances depicting family contact. In the film Gara-Gara Warisan, the stepmother is shown as nasty and unloving towards her children, similar to the mother. Based on previous research, this research tries to fill the gap in understanding the moral message in the film "Gara-Gara Warisan" with a qualitative content analysis approach. Through this research, we will study in depth the moral values implicit in the interactions between characters in the film, as well as how these values influence the overall narrative and the message to be conveyed to the audience. The method that will be used in this research is qualitative content analysis. This method involves collecting, interpreting, and studying text or verbal or non-verbal data to identify emerging patterns, themes, or messages.

2. Method

The research method used in this research is qualitative content analysis. Qualitative content analysis is a method used to explore the meaning of text or verbal and non-verbal data, with the aim of understanding the patterns, themes or messages that emerge. In the context of this research, this method was chosen because it allows researchers to explore the moral message implied in the film

"Gara-Gara Warisan" (Ramadhan, 2023). By using a qualitative approach, this research will gain indepth insight into the moral values conveyed through dialogue, actions and interactions between characters in the film. The qualitative content analysis process will begin with data collection, namely watching the film "Gara-Gara Warisan" and identifying all verbal and non-verbal elements related to the moral message. After the data is collected, the next step is data coding, where the researcher will identify patterns or themes that appear in the text or film scenes that are relevant to the moral message they want to study. This coding allows researchers to organize data into more detailed categories, thereby facilitating in-depth analysis (Putri et al., 2019).

The research will enter the analysis stage, where the researcher will interpret and review the data that has been collected. This process involves a deep understanding of the film's context, the characters, and the interactions between them, with a focus on the moral values that emerge. Through this analysis, researchers will look for relationships between certain scenes and the moral themes they want to research, as well as identify how these messages are conveyed to the audience (Asri, 2020). The research will enter the interpretation stage, where the researcher will organize the findings from the analysis into a coherent and meaningful narrative. This interpretation will clearly illustrate how the moral values implied in the film "Gara-Gara Heritage" influence the overall narrative and the message to be conveyed to the audience. In addition, the research will also explore the implications of the findings for understanding moral values in a broader cultural and social context (Ahmad, 2018).

3. Result and Discussion

3.1. Results

Scene 1 (29:12 – 29:54)	In this scene, Vega and Dicky are lying outside at night, looking at the sky, where Vega expresses her desire to persuade Dicky to stop using drugs.
	Vega: dik
	Dicky: hmm
	Vega : kamu ga mau berhenti ya? Cape tau hidup gini-gini mulu (Don't you want to quit? Life like this is exhausting)
	<i>Dicky:</i> ya mau tapi kan kamu tau ini ga gampang (I do want to, but you know it's not easy)
	Vega : aku sih cuman sering kebayang aja kita bisa ngejalani hidup kaya orang – orang (I just keep imagining us living a life like other people)
	<i>Dicky: hidup kaya orang-orang itu gimana maksudnya?</i> (What do you mean by living like other people?)
	<i>Vega:</i> punya tujuan aja, kerjaan tetap, nikah mungkin (Just having goals, a steady job, maybe getting married)
Scene 2 (01:27:27 - 01:27:59)	In this scene, a debate arises because Dicky was trapped by Sanusi to deliver drugs to a buyer, but upon arrival, Dicky is attacked by three people who are Sanusi's henchmen. As a result, Adam and Laras continue to blame Dicky. <i>Laras:</i> ya kenapa dia mau disuruh-suruh kaya gitu? (Why would he agree to do something like that?)

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	Dahlan : bisa ga sih sekali aja kalian ga mojok- mojokin dia (Can't you just stop blaming him for once?)
	Laras: bapak bisa ga sekali saja kalau dia salah, bapak akuin dia salah (Can't you just admit he's wrong for once, Dad?)
	Dahlan: sekarang bukan waktunya untuk mencari siapa salah, siapa benar tapi sekarang waktunya untuk menyelesaikan masalah adik kamu (Now is not the time to figure out who's right or wrong, but now is the time to solve your brother's problem)
	<i>Laras:</i> ya kenapa dia ga nyelesain masalah nya sendiri (Why can't he solve his own problems?)
	<i>Dahlan:</i> karena kita keluarga, kita keluarga!! (Because we're family, we're family)
Scene 3 (01:28:02 – 01:29:15)	In this scene, Adam expresses his pent-up feelings, where he has always been asked to give in for the sake or desires of his younger brother.
	<i>Dahlah: ini demi adik kamu dam</i> (This is for your brother, Adam)
	Adam: oh ya jelas semua nya selalu buat Dicky, aku harus ngapain lagi ya supaya bisa dianggap anak sama bapak? Adam harus ngapain lagi pak, dari kecil loh aku selalu ngalah. Semua kemauan bapak aku turutin semua pak! Sampai Adam ga jadi apa- apa tapi untuk anggap Adam ada aja bapak ga bisa kan? (Oh yeah, it's always for Dicky, isn't it? What else do I have to do to be considered your son? What else, Dad? Since I was a child, I've always given in. I've followed all of your wishes, all of them! Even to the point where Adam doesn't become anything, but for you to acknowledge Adam, is it too much to ask?)
Scene 4 (01:41:01 – 01:42:08)	In this scene, Dahlan and Astuti are discussing in the room about Dahlan's illness, which is liver cancer. Astuti urges Dahlan to sell the guest house, but Dahlan vehemently refuses to do so.
	Dahlan: sekecil apapun resikonya, aku ga akan mencelakakan anak-anak ku, enggak akan! (No matter how small the risk is, I won't jeopardize our children, I won't!)
	Astuti: yaudah kita cari donor lain (Fine, let's find another donor)
	<i>Dahlan:</i> biaya nya mahal ti mana mungkin (The cost is expensive, how is that possible?)
	Astuti: ya makanya dijual mas guest house nya, itu pasti cukup untuk biaya operasi mas (That's why we should sell the guest house, it will definitely cover the cost of your surgery)

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	Dahlan: kalau aku jual guest house itu, apa lagi yang bisa aku wariskan untuk anak-anak dan kamuu (If I sell the guest house, what else can I leave for our children and for you?)
	Astuti: mas aku ga butuh warisan, aku cuman butuh kamu hidup, aku cuman butuh kamu mas, aku mohonn (Darling, I don't need inheritance, I just need you to live, I just need you, please).
Scene 5 (01:42:12 – 01:43:19)	In this scene, Astuti, Laras, Dicky, and Adam are watching a video recording made by their father (Dahlan) before he passed away. After watching the video clip, they come to accept and forgive each other.
	Dahlan : Adam, maafin bapak karena bapak sudah membuat mu memikul beban yang sangat berat, hanya karena bapak ga mampu bersikap adil (Adam, I'm sorry for burdening you with such a heavy load, just because I couldn't be fair)
	Dahlan : dan kamu Laras, maafin bapak dan Astuti ya nak, kami hanya dua orang tua yang kesepian yang berusaha melanjutkan hidup dan berdamai dengan kehilangan masing-masing (And you, Laras, forgive me and Astuti, my dear, we were just two lonely parents trying to carry on with life and make peace with our losses)
	Dahlan: untuk kamu Dicky, selama ini bapak selalu berusaha untuk menebus kesalahan-kesalahan bapak dimasa lalu, maafkan bapak nak (And to you, Dicky, all this time I've been trying to make up for my past mistakes, forgive me, son)
Scene 6 (01:51:20 – 01:52:07)	In this closing scene, the three main characters reflect on the true meaning of family.
	Dicky : kita ga pernah bisa memilih dilahirkan di keluarga seperti apa, tapi kalaupun bisa gua akan tetap memilih mereka sebagai keluarga gua (We can never choose the family we're born into, but even if we could, I would still choose them as my family).
	<i>Laras:</i> gua jadi belajar bahwa hal paling mewah yang bisa diberikan keluarga ternyata bukan warisan tapi kesempatan (I've learned that the most precious thing a family can give is not inheritance, but opportunity).
	Adam: dan kepergian bapak membuat kami sadar bahwa warisan tak selalu tentang pembagian tapi juga penyatuan (And our father's passing made us realize that legacy is not always about division, but also about unity).

The qualitative content analysis of selected scenes from the film "Gara-Gara Warisan" aligns with the theoretical framework of moral message analysis within the narrative context. Drawing from the thematic elements and character interactions portrayed in these scenes, the analysis reveals underlying moral messages embedded within the film's storyline.

In Scene 1, Vega's impassioned plea for Dicky to break free from drug addiction underscores the moral obligation of personal accountability and underscores the transformative power of familial support. This scene exemplifies the theory that moral lessons are often interwoven within the interpersonal dynamics and ethical challenges confronted by characters, portraying the potential for positive change through nurturing relationships.

Scene 2 delves into the intricate web of familial relationships, exposing conflicts stemming from divergent viewpoints on responsibility and the repercussions of one's actions. This portrayal aligns seamlessly with the notion that moral messages are intricately embedded within the conflicts and ethical decisions faced by characters throughout the narrative, shedding light on the complexities of navigating familial dynamics amidst differing moral compasses.

Adam's emotional turmoil in Scene 3 serves as a poignant exploration of the theme of self-sacrifice and the innate yearning for affirmation within familial bonds. His impassioned expression of disappointment and sacrifice illuminates the theory that moral lessons often find expression through characters' emotional journeys and their struggles to reconcile personal values with familial obligations. In Scene 4, Dahlan's unwavering commitment to upholding his integrity despite the allure of financial gain underscores the ethical principles of honesty and prioritizing familial welfare over material possessions. This scene perfectly aligns with the theory that moral messages are conveyed through characters' ethical choices and the ensuing ramifications, highlighting the importance of steadfast moral conviction in navigating life's challenges.

Scene 5 emerges as a pivotal moment of reconciliation and forgiveness among family members, accentuating the significance of acknowledging past transgressions and seeking redemption. This powerful depiction resonates with the theory that moral messages can be effectively conveyed through moments of introspection and resolution within the narrative, underscoring the transformative power of forgiveness and reconciliation in fostering familial harmony. Lastly, Scene 6 provides a reflective conclusion on the profound nature of familial love and solidarity, emphasizing that true family bonds transcend mere blood relations and are instead forged through shared experiences and unwavering support. This scene epitomizes the theory that moral lessons are conveyed through overarching themes and character development within the narrative, inviting viewers to contemplate the enduring significance of familial unity and mutual respect.

Overall, the qualitative content analysis of these scenes provides valuable insights into the moral messages conveyed within the film "Gara-Gara Warisan," demonstrating how thematic elements and character interactions contribute to the film's exploration of ethical dilemmas and the quest for moral integrity and redemption.

3.2. Discussion

Qualitative analysis of the film "Gara-Gara Warisan" delves deep into the moral layers embedded within its narrative. Through a profound exploration of selected scenes, this study aims to unveil the depiction of family relationships, ethical dilemmas, and moral redemption that characterize the film. By examining character interactions, thematic elements, and plot development, the discussion seeks to uncover the moral themes underlying the entire film.

Characters in "Gara-Gara Warisan" are confronted with complex ethical choices, leading to internal and external conflicts that affect family dynamics. In Scene 1, the interaction between Vega and Dicky highlights the personal challenges faced by characters in overcoming addiction and choosing the right path in life. Vega, with warmth and care, endeavors to persuade Dicky to abandon his bad habits, reflecting the significant role of family support in upholding moral values. In "Gara-Gara Heritage," the first scene shows an intimate interaction between Vega and Dicky, showing how important a partner's support is in overcoming personal challenges. Through their dialogue and behavior, it is revealed that Dicky struggles with addictions or bad habits that may have threatened his integrity and well-being (Hanifa et al., 2023). Vega, as a caring and attentive girlfriend figure, tries to give Dicky moral encouragement to leave his bad habits and choose a better way of life. Vega's warm

approach highlights that partners can be a strong moral foundation for individuals, providing emotional support and guidance in facing life's trials. In addition, the scene also depicts the dynamics of a warm and close relationship, where care and concern become the driving force for Dicky's recovery efforts.

However, the confrontation in Scene 2 between Adam, Laras, and Dicky underscores the conflict arising from different perspectives on responsibility and the consequences of one's actions. This tension reveals the complexity of family relationships and the crucial role of open communication and understanding in resolving conflicts. In the second scene, the confrontation between Adam, Laras, and Dicky highlights the differences in views and conflicts that arise in the context of responsibility and the consequences of one's actions. Adam, as a responsible and principled figure, may have different views from Dicky in dealing with certain issues, which results in tension and debate between them. Laras, as a third party, is also involved in this debate, trying to reach an understanding and a balanced solution between the two brothers. This conflict shows that each character has their own perspective and moral values, which may conflict with each other, and reflects the complexity of relationships within a family (Ivada, 2022). In addition, the scene highlights the importance of open communication and understanding in resolving conflicts that arise. Even though there is tension, the dialogue between these characters reflects their efforts to reach mutual understanding and agreement. This shows that even though there are differences of opinion, through effective communication, conflicts within the family can be resolved in a constructive and supportive way (Aulianto & Iskandar, 2023).

Themes of sacrifice and integrity resonate deeply throughout "Gara-Gara Warisan," as portrayed through the pivotal actions and decisions of the main characters. In Scene 3, Adam's selfless act for the betterment of his younger brother, Dicky, shines a light on the sacrifices made within familial bonds. Adam's expression of disillusionment regarding constantly being expected to yield to Dicky's desires underscores the necessity of upholding personal principles and moral integrity within the framework of family dynamics. Concurrently, Scene 4 showcases Dahlan's unwavering stance against compromising his ethical values for material gain, thereby reinforcing the ethical principles of honesty and authenticity when confronted with life's trials. The juxtaposition of personal aspirations against familial responsibilities serves as a testament to the characters' resilience and commitment to adhering to their deeply held moral compass, even in the face of adversity (Aulia, 2023). Furthermore, these scenes not only underscore the internal struggles faced by the characters but also emphasize the broader implications of their actions within the context of familial relationships. The narrative arc underscores the enduring importance of integrity and selflessness in navigating complex familial dynamics and the moral dilemmas inherent within them (Siregar et al., 2021). By highlighting these themes, the film prompts viewers to reflect on the significance of ethical conduct and the sacrifices necessary to maintain moral rectitude, ultimately underscoring the value of familial bonds grounded in mutual respect and integrity (Hartono et al., 2018).

The themes of sacrifice and integrity permeate the narrative of "Gara-Gara Warisan," portraying characters facing difficult choices and selflessly sacrificing themselves for a greater good. In Scene 3, Adam's sacrifice for his brother Dicky is revealed through his disappointment and regret for excessively giving in within the family relationship. Adam's sacrifice sheds light on the power dynamics and responsibilities among siblings, highlighting the importance of maintaining personal integrity in the face of family pressures. Conversely, Scene 4 presents Dahlan's inner conflict, as he refuses to sacrifice his moral principles for material gain. Dahlan's refusal, in confronting a critical challenge that tests his integrity, reinforces the themes of sincerity and honesty as fundamental pillars in upholding one's dignity. At climactic moments, "Gara-Gara Warisan" portrays a powerful depiction of reconciliation and redemption among fractured family members. Scene 5, featuring an emotional video recording from Dahlan before his passing, becomes a crucial stage for the healing and reconciliation process. Through words full of regret and apologies, Dahlan acknowledges his past mistakes and endeavors to reunite the divided family. The warm reactions from family members, embracing their father's words with open hearts, reflect the strength of forgiveness and the desire to move forward together as a unified family unit. In this moment, characters find peace in forgiveness and acceptance, marking the beginning of a journey towards deeper healing and reconciliation (Hasibuan & Ilyas, 2021).

In the final portrayal, "Gara-Gara Warisan" invites audiences to contemplate the true meaning of family and unity. Scene 6 presents moments of introspection from the main characters, where they

realize that the true strength of family lies not in material inheritance, but in emotional bonding and unity. In this moment, Dicky expresses his acknowledgment that while they cannot choose the family they are born into, they will still choose their own family. Laras adds her understanding that the true wealth provided by family is not inheritance, but invaluable opportunities and love. This sentiment is reinforced by Adam, who highlights that their father's departure has opened their eyes to see that true inheritance is not always about division but also about unity. In this reflection, the film invites audiences to reassess the importance of family relationships and the significance of maintaining unity, even in the face of life's challenges.

In "Gara-Gara Warisan," the interplay between themes and narrative structure creates a rich and profound story. The main themes of the film, such as sacrifice, integrity, family reconciliation, and unity, are tightly woven into the development of the plot. The intricate plot full of conflicts allows these themes to be revealed through the lives of the main characters. For example, the conflict between Adam and Dicky highlights the theme of sacrifice, where Adam continually sacrifices his desires for the sake of his brother. Meanwhile, the confrontation between Dahlan and Astuti regarding the sale of the guest house illustrates the theme of integrity, where both characters uphold their moral values even in challenging situations. When the plot reaches its climax with the family reconciliation moment, these themes reach their peak, presenting emotional and meaningful moments for the characters and the audience (Amanda & Sriwartini, 2020).

Research on the film "Gara-Gara Warisan" has significant implications for moral understanding in society. By investigating moral themes such as sacrifice, integrity, family reconciliation, and unity, this research provides a deep understanding of the values underlying human relationships. Through the analysis of moral messages in this film, we can understand the importance of sacrifice for the common good, honesty in living life, and the power of forgiveness in building healthy relationships. These implications are not only relevant in individual and family contexts but also on a broader scale in society (Lisa & Harun, 2018). By understanding and applying the moral values revealed in the film, we can strengthen harmony and peace in interpersonal relationships and society as a whole. Furthermore, this research also invites us to reconsider values that may be overlooked in daily life and inspires us to act in accordance with strong moral principles (Ahmad, 2018). The cinematic aspects and symbolism in the film "Gara-Gara Warisan" play a crucial role in conveying moral messages and deepening the understanding of the themes conveyed. Through the use of cinematic techniques such as lighting, camera placement, and visual composition, the director can create an atmosphere that corresponds to the emotions and conflicts experienced by the characters (Giantika, 2017). For example, scenes portrayed in dim lighting and appropriate camera angles emphasize the tension and darkness experienced by the characters in difficult situations. Symbolism also plays a significant role in reinforcing moral messages in this film (Wicaksono & Qorib, 2019). For instance, the motif of the night sky can represent uncertainty and darkness in the characters' lives, while the rising sun rays can depict hope and recovery. Moreover, symbols such as the heritage house or video recordings hold profound meanings, reflecting family values and precious memories for the characters (Restu et al., 2020).

4. Conclusion

The analysis of the moral messages in the film "Gara-Gara Warisan" delves deeply into the embedded moral values within its storyline. Through this research, characters, conflicts, and emotional moments are explored to unveil themes such as sacrifice, integrity, family reconciliation, and unity, which form the foundation of the story. Characters in the film are faced with complex ethical choices, resulting in internal and external conflicts that influence family dynamics. Sacrifice and integrity emerge as primary themes, reflected in the actions and experiences of the main characters. Moments of reconciliation and redemption play a crucial role in character development, where peace and emotional healing are achieved through processes of forgiveness and acceptance. Reflections on family and unity encourage audiences to contemplate the true meaning of family relationships and the importance of fostering unity, especially in the face of life's challenges. In the interplay between themes and narrative structure, moral themes are reflected in the evolution of characters and the conflicts that occur, deepening our understanding of the underlying values of this film.

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