



Analysis of moral meaning in the “Rumah Masa Depan” Movie 2023

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ABSTRACT

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Human life is never spared from communication. The process of interaction interacts socially through symbols and message systems. Communication is an important aspect of people's lives, both directly and indirectly. With communication, it can add insight and information. Film is one of the words that are familiar to today's society, film can be considered a powerful communication tool because it is in the form of audio visuals which means it has a message contained in it. One of the messages contained in this film is a moral message. There are many types of moral messages conveyed through means of communication. One of them is through comprehensive film media for the community. Film is a form of mass communication media that presents messages effectively. The film not only presents an exciting experience but also relates to the experiences of everyday life that are attractively packaged, as depicted in the family film titled "The House of the Future". Using John Fiske's semiotics, this research focuses on knowing the moral message contained in the movie "future house" through the level of reality, the level of representation, and the level of ideology. The results of this study show that the moral message contained in the film "Future House" is represented through expression, dialogue and interaction between parents and children.

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1. Introduction

In human interaction, there is a relationship between humans and other humans, the interaction that is usually carried out is by communicating. Humans cannot escape communication because communication is a process of social interaction through symbols and message systems. In daily life that humans always communicate to convey messages ranging from personal to other individuals, groups, organizations, to the media, simply put, communication can occur if there are communicators and communicators. The function of communication is to increase insight and information in society (Yasir, 2020). This is what makes communication very important in social relationships between people.

The rapid development of technology, especially in terms of communication, can make it easier for social beings to access information quickly so that they can connect easily and quickly in various regions and even around the world. One of the communication activities that can connect from one place to another is mass communication. Mass communication is a type of conveying messages (information or ideas) to a wide audience through the media so that the same message can be received instantly and together (Andy Wicaksono & Qorib, 2019).

In practice, mass communication can be carried out using various methods, such as newspapers, television, radio, and film. Nowadays, many humans communicate through films. Film is an art form



that functions to tell many things that are packaged so briefly that the message can be conveyed quickly to the audience, film can also be interpreted as a mass communication tool that is useful for disseminating an idea to most people (Romli, 2017). As a mass media, film also carries a message that is to be conveyed to the audience, in connection with the many symbols and signs in the film, so in this case what is of concern to film research in general is the study of symiotika (Suriadi & Dewi, 2019). Film has its own artistic value, because film is created as a work of creative people who are professionals in their fields. As an object of art, film should be judged artistically, not rationally. Movies are not new in today's society, the common reason is that movies mean a part of modern life and are available in various forms, such as cinemas, television shows, in the form of videotapes, and easily accessible movie pay platforms. Film not only presents an exciting experience, but also a daily life experience that relates to the community that is attractively packaged (Mudjiono, 2011).

In making a film, there must be a moral message that is conveyed implicitly and some do not. Each individual and even a wide audience has a different way of capturing and understanding a message conveyed in a movie, a message can be captured through signs or symbols of each scene such as research that found a moral message in the movie next door which includes moral messages namely honesty, responsibility, moral courage, criticality, humility, and independence (Indriani & Wenerda, 2024).

A film directed by Danial Rifki entitled "Rumah Masa Depan" is one of the family films that contains a lot of moral messages in it. Telling the story of a family's vacation that was supposed to be fun turned into a challenge because they faced a loss, having a dictatorial mother-in-law became another challenge in establishing life in the village. The old wounds that the mother had came back after the departure of her husband, Surti is the daughter-in-law of her husband's mother named Sukri. Sukri's mother who has a past grudge with Surti's grandfather which makes her mother hate her very much until now, but with Surti's persistence to show that Surti is different from her grandfather by helping the residents in Ibu Sukri's village which makes Sukri's mother finally melt her heart and realize that Surti is different from her grandfather who has a bad nature. Surti and Mrs. Sukri finally made up and there was no longer a dispute between them. Family Communication Interactions between family members show how open and honest communication can strengthen relationships. Tensions and conflicts often arise due to a lack of communication, which underscores the importance of dialogue in resolving problems.

The film "Rumah Masa Depan" has a meaningful message that it wants to convey to the audience. The message is conveyed to the audience through symbols contained in the human mind in the form of words, dialogues, voices, message content, and others. The movie "Rumah Masa Depan" contains some significant moral messages. Here are some analyses of moral messages that can be taken from the film, including, Family and Togetherness This film emphasizes the importance of relationships between family members. In the face of challenges, support and cooperation within the family are key to overcoming problems. Innovation and Technology Depicting how technology can affect human life, this film reminds the audience to be wise in utilizing technology. Technology can bring benefits, but it can also be a threat if misused.

Regarding films that are full of signs and symbols, what the researcher is concerned about here is the study of semiotics, where semiotics will help researchers in studying meaningful symbols and signs that are built in every scene and every dialogue in future house films. Non-verbal communication, such as facial expressions and body language, is essential in conveying a character's feelings. Moments where the characters don't speak but feel something deeply add depth to the story. It is hoped that by using this John Fiske analysis method, it can dig deeper into the signs and symbols that have deep meanings in future house movies, so this research is titled "Analysis of Moral Meaning in Rumah Masa Depan Movies 2023".

2. Method

This study uses qualitative research methods. Qualitative research is research that aims to understand indications of what the research subject is experiencing, such as actions, behaviors, motivations, perceptions, and others. Holistically with descriptive methods in the form of words and language, in a special context that is natural by utilizing natural methods (Mulyana, 2010). Researchers use a qualitative approach because it is an effective way to analyze social reality in depth.

With this approach, the researcher will research in the form of images and dialogues in the film scene to obtain the results of the analysis. With data collection techniques including, documentation data by collecting data in the form of fragments of scene images contained in future home films, then with literature studies conducted by researchers to find and collect data from relevant book and literature sources such as books, research journals, and reading sources from the internet which of course can be trusted regarding the validity of the data, and lastly, researchers make in-depth observations by watching the movie Future House repeatedly to find the moral message contained in the film (Siyoto & Sodik, 2018).

In this study, the researcher uses data analysis in the form of data collection to be analyzed, in this step the researcher makes direct observations of the film "Rumah Masa Depan" and then determines the scene by cutting or screenshotting the film in it, then compiling the data that has been collected and directly entering the next stage of analysis, namely data reduction. In data reduction, the researcher analyzes the relevance of the data with various journals related to the moral message contained in the film, the next stage the researcher conducts data reduction by grouping sequences or storylines, then the researcher selects in each sequence that contains moral meaning in it. After reducing the data, the next stage is the presentation of the data. In the presentation of data, the researcher made a table to present the author's findings (Siyoto & Sodik, 2018). In this study, the researcher uses Jhon Fiske's semiotic theory by relying on 3 levels of television coding including the level of reality, representation, and ideology. By describing reality as the expression of the characters in the scene, the level of representation as the real state in the scene, and ideology as the message to be conveyed in the scene, so that the researcher can find the moral meaning contained in the film Rumah masa depan.

3. Result and Discussion

The results of the research show that in the film Rumah Masa Depan succeeds in conveying moral messages through signs that appear including reality, representation, and ideology. The signs referred to here are expressions, circumstances, and messages or dialogues conveyed in the film Future House. In this future house film, the role of Surti and Sukri in building the trust of their mother-in-law is very good, although at first there were a lot of conflicts, but after many incidents that they faced together, they were finally able to build good communication and understand each other, not forgetting to keep communicating so that harmony was created in the family.

Communication is very important in family life. Communication is like a "key" that balances all elements in the family so that small problems are easily solved because of good communication. Family communication has a very high level of dependence and at the same time is very complex. Many humans find it difficult to understand their family members, even though it is very important to understand the nature or character of our family members so that they do not experience misunderstandings like in this movie. The family is the smallest social unit that has an important role in our development, the family will shape a person's character and influence the person's environment because the family is the first and main environment for humans. Family members provide support to each other when facing challenges. The moments where they listened and understood each other showed how strong the emotional bond between them was. For this reason, it is very important to build communication between family members so that there are many communication irregularities (Rohani, 2020).


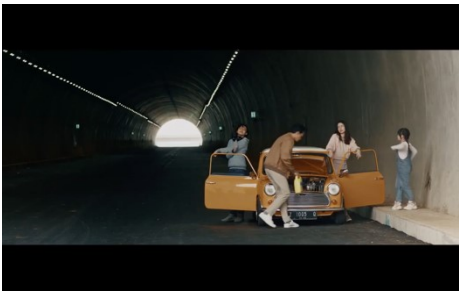
The message of the importance of safeguarding the environment and sustainability is also visible. The film invites the audience to reflect on the impact of their actions on the earth and the importance of contributing to a better future. Acceptance and Adaptation In the face of change, this film teaches the value of acceptance and the ability to adapt. The protagonist learns to accept new realities and finds a way to move forward. The film "Future House" provides a rich picture of how communication, both verbal and non-verbal, affects relationships and conflicts between characters. By depicting the challenges and developments in communication, the film invites the audience to reflect on the importance of how we interact with others, especially in the age of ever-evolving technology. Identity and Identity In the course of the story, this film also explores the theme of identity. The characters in the film try to understand who they are and what they want in life, which is a universal journey for many people. By combining these elements, "Rumah Masa Depan" offers a deep reflection on the values of life that are relevant to audiences from various backgrounds. Overall, the film "Rumah Masa

Depan" emphasizes that the family is an essential foundation in shaping individuals. Strong bonds and values taught in the family provide a foundation to face life's challenges and contribute positively to society.

3.1. Presenting the Results



The Rumah Masa Depan film is adapted from the popular series and novels of the 1980s created by Ali Shahab. In this film, Sukri's family, which consists of Surti (wife), Bayu (first child), and Gerhana (second child), communicate well Sukri as the head of the family is able to provide understanding and convey messages well. In this section, the author will analyze the film "Rumah Masa Depan" which lasts 1 hour and 48 minutes through the data that has been collected in the form of scene clips or screenshots. This analysis stage was carried out to answer the formulation of the problem in this study, namely how the moral message contained in the film "Rumah Masa Depan" so that it can produce the meaning of moral messages can be useful for human life. The film Rumah Masa Depan has a moral message meaning and is identified using 3 levels of television coding in John Fiske's semiotic analysis, namely the level of reality, representation, and ideology along with each of its elements, which will then be elaborated based on the author's observation through signs to know the true meaning. The meaning of the moral message that will be examined refers to the moral message according to (Suseno, 1989), namely honesty, responsibility, independence, moral courage, humility and criticality. The author will attach pieces of scenes or screenshots of scenes that contain moral messages in the film, the meaning of the moral message "Future House" will be explained below as follows:

Table 1. Moral Message "Future House"

Family Picture	Dimension	Description	
	Level Reality	In this scene, it is set in the garage of the house, showing Sukri, Surti, Gerhana, and Bayu hugging because Sukri's father died	
	Code Reality	Environmental Code	Showing them hugging in a car garage
		Appearance Code	It shows Sukri wearing a brown jacket, Surti wearing a pink shirt, and Bayu and Gerhana wearing a denim shirt
		Code Gestures	Showing Sukri and Surti inviting the wind and eclipse to hug
	Level Representation	Sukri and his family are hugging each other to strengthen each other	
	Representation Code	Code Technique Camera	Using a full shot camera technique to show the background and atmosphere
		Code Lighting	Lighting techniques with natural light describe the introductory situation in the character
		Code Music	The sound of music accompanied the Sukri family's journey to Sukri's hometown
	Level Ideology	In this scene, it depicts the warmth in the family, in this case, it is shown by hugging each other to strengthen each other.	

In the scene above, Sukri's family was going on vacation but when he just got into Sukri's car he was called by his family in the village who reported that Sukri's father had died. Then Sukri went to the garage of his father's car, Sukri then cried and was then approached by his family to give him a hug to strengthen him.

Table 2. Moral Message "Future House"

Picture	Dimension	Description	
 <p>Figure 3.</p>	Level Reality	In this scene, the setting is in the room, the mother is offering food to the eclipse	
	Code Reality	Environmental Code	Showing a calm and comfortable room atmosphere
		Appearance Code	Showing mothers and mothers wearing orange clothes that further strengthen the warm atmosphere
		Code Gestures	Mother gave food to the eclipse while smiling, then in another piece the mother also smiled while holding a guitar
 <p>Figure 4.</p>	Level Representation	The first piece of the mother is feeding food to the eclipse The second piece of the mother singing with an eclipse	
	Representation Code	Code Technique Camera	Using medium shot shooting techniques to show maternal expressions and eclipses
		Code Lighting	Lighting techniques with natural light describe the introductory situation in the character
		Code Music	In the conversation scene of the mother and eclipse while inserting relaxed ambience music
	Level Ideology	.In this scene, the mother is putting on her makeup and Gerhana enters the mother's room, then the mother gives food to Gerhana, then it is connected to the mother and Gerhana singing on the side porch of the house	

In the clip of the scene above, the mother is applying her makeup, suddenly Eclipse enters the room, then the mother suddenly takes a box and gives food in the form of chocolate to Eclipse, Eclipse looks surprised and happy. After that, Eclipse invited her mother to sing while accompanied by a guitar brought by Eclipse.

Table 3. Appreciate and respect


Picture	Dimension	Description	
	Level Reality	In this scene, it is set in the mother's room, where the eclipse provides food for the mother/grandmother who is lying on the mattress	
	Code Reality	Environmental Code	Showing a calm and relaxed atmosphere, which is marked by a mother lying down
		Kode Penampilam	Showing mothers wearing kebaya with yellow flowers and
		Code Gestures	It shows a mother lying on a mattress and an eclipse delivering food to her mother
	Level Representation	Gerhanan walked to his mother's room to deliver food while his mother lay on her bed	
	Representation Code	Code Technique Camera	Using medium shot techniques to show a scene of a man walking close to the table next to his mother's mattress
		Code Lighting	Using regular lighting so that it creates a warm atmosphere
		Code Music	An unpleasant conversation that tells mothers/grandmothers to eat the food they bring
	Level Ideology	In the scene, it depicts the closeness between the mother/grandmother and the gerhan, marked by the gerhan that delivers food	

Figure 5.

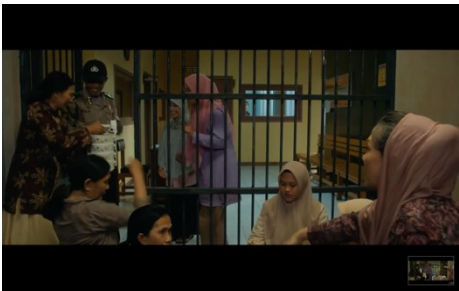
Picture	Dimensi	Dimension	
	Level Realita	In this scene, set in a prison, it shows the mothers of the villagers delivering food to their mothers	
	Code Reality	Environmental Code	Showing the atmosphere in the prison cell, the villagers gave makanan to their mothers
		Appearance Code	The various colors of clothing show that they are from various social spheres
		Code Gestures	Showing villagers bringing their mothers some food to distribute to other cell residents
	Level Representation	Villagers come to give food to their mothers	
	Representation Code	Code Technique	Using a medium shot shooting technique, this shot is used to depict the togetherness in the prison cell

Figure 6.

		Camera	
		Code Lighting	The lighting used here is low key to give a warm impression
		Code Music	Relaxing music is inserted to strengthen the warm atmosphere in the prison cells
	Level Ideology	Here it is described that the villagers are very concerned about their mothers, because Surti, who is her mother's daughter-in-law, has taught many recipes and cooking methods to the villagers' mothers	

In the scene above, the villagers flocked to the mother's detention cell because they wanted to repay the favor because they had been taught new recipes and were allowed to use the kitchen at the mother's house to learn to cook, in addition to giving food to the mother, the residents also gave food to the police in the office.

Table 4. Please help



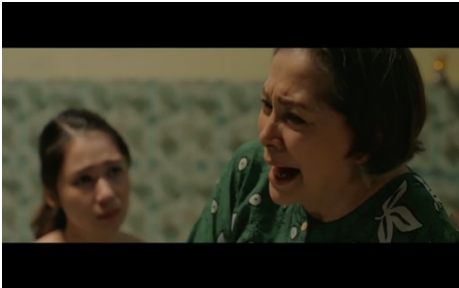
Picture	Dimension	Description	
	Level Reality	In this scene, set on the front porch of the house, it shows Sukri giving a statement that Sukri will continue his father's services	
	Code Reality	Environmental Code	It shows the atmosphere of the terrace of the house, and there Sukri and Surti stand in front of the vegetable farmers
		Appearance Code	Showing sukri wearing a light blue shirt and surti wearing a yellow shirt
		Code Gestures	It shows Sukri standing in front of the farmers to give a statement that Sukri will continue his father's visit
	Level Representation	It shows Sukri and Surti from inside the house walking out of the house because they heard the sound of farmers coming to the house.	
	Representation Code	Code Technique Camera	Shooting in the scene using the medium shot technique, this shot is used to show the expression and movement of the sukri
		Code Lighting	In the scene set outdoors with natural light from the sun, it indicates that the scene takes place during the day.
		Code Music	In this scene, a dramatic music sound is heard, the music is used so that the conversation between Sukri and the vegetable farmer is even more dramatic.
	Level Ideology	In the scene, vegetable farmers can be seen flocking to Sukri's house to ask for a discussion about how to sell their vegetables, then Sukri voluntarily listens to the opinions of vegetable	

Figure 7.

		farmers to continue the services of Sukri's father, namely as a bridge between farmers and vegetable buyers
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In the scene above, vegetable farmers can be seen flocking to Sukri's house to ask for a discussion about how to sell their vegetables, then Sukri voluntarily listens to the opinions of vegetable farmers to continue the services of Sukri's father, namely as a bridge between vegetable farmers and buyers. This made the farmers relieved and happy that finally there were more who continued the services of Sukri's late father.

Table 5. Humility

Picture	Dimension	Description	
 <p>Figure 8.</p>  <p>Figure 9.</p>	Level Reality	In this scene, set in the bathroom, it can be seen that the mother is falling in the bathroom who is about to urinate, and it is also seen that Surti is helping the mother	
	Code Reality	Environmental Code	Showing a dramatic atmosphere in the bathroom
		Appearance Code	Showing the mother wearing a green dresser while Surti wearing a gray dress with a floral pattern can also be seen wearing a pink dress.
		Code Gestures	It shows Surti trying to help her mother to stand up to the chair, and it also shows Surti wanting to help her mother to clean her urine marks on her legs
	Level Representation	In this scene set in the bathroom, the mother falls in the bathroom who wants to urinate, Surti who sees her mother falling immediately helps the mother who fell but the mother refuses Surti's help, but Surti still insists	
	Representation Code	Code Technique Camera	The technique taken in this scene is a full shot then there is also a medium close up to show the emotional expression of the two
		Code Lighting	The lighting used here is a low key, this is used because it is to depict a dramatic and natural impression
		Code Music	In this scene, drastic music is inserted to add to the dramatic impression in this scene
	Level Ideology	In the scene, Surti is seen who is very attentive to her mother, Surti really lowers her ego to melt her mother's heart	

In this scene, it can be seen that Surti really proves that Surti really loves her mother, as if her mother's hatred for Surti does not diminish Surti's good intentions to help her mother, in the scene above it is also seen that the mother finally melted down and lowered her ego to forgive all the mistakes of Surti's grandfather in the past.

Table 6. Humility


Picture	Dimension	Description	
	Level Reality	This scene is set in the mother's room, the mother can be seen applying her makeup and then the eclipse comes to the mother's room	
	Code Reality	Environmental Code	Showing the inside of the room, which is quiet and warm
		Appearance Code	Showing mothers and mothers wearing orange clothes that further strengthen the warm atmosphere
		Code Gestures	Mother gives food to eclipse while smiling
	Level Representation	In this scene, set in the room, the mother who was applying her makeup was suddenly shocked when the eclipse entered her room, the mother was then seen giving food to the eclipse	
	Representation Code	Code Technique Camera	In this scene, it is seen using a medium shot shooting technique, this shot is used to show the scene of the mother giving food for the eclipse
		Code Lighting	The lighting technique used here is natural light which makes the atmosphere in the room even warmer.
		Code Music	In this scene, relaxing music is inserted accompanied by the background of the Sound of Sukri which tells about his mother's nature and habits
	Level Ideology	In this scene, the mother lowers her ego to provide food for the eclipse, which rarely happens during the eclipse to become the granddaughter of the mother/grandmother	

Figure 10.

In the above scene cut, the mother who previously hated Surti very much and her children gradually began to melt with them, this is illustrated in the eclipse given food by the mother in the form of chocolate. In the past, the mother was not from a family where food became something luxurious and precious, therefore the mother really appreciated a food, by forgiving the past of the grandfather surti, also part of the mother's humility to forgive the things that happened in the past.

3.2. Create a Discussion

In this journal, moral messages are an important part of our lives, in order to increase knowledge about the value of life. In this life, it is not only about gaining intellectual knowledge, but also knowledge about morals, because after all, morality is a variable that we must have in our lives. Therefore, moral knowledge in human life is a matter that is related between humans and other humans. Some of the moral messages according to (Kurniawan, 2018) include the following :

Respect and appreciation, According to a Great Dictionary of the Indonesian Language, respect is where everyone must respect, heed, and glorify and uphold the opinions and beliefs of others. In social life, this can be applied in various situations such as in discussions, speaking in front of people, and interacting with people who are older or younger than us. Mutual respect also means not hurting the feelings of others with words or actions that are disrespectful or inconsistent with applicable

norms. With this, it can be concluded or interpreted as an attitude of mutual respect for the opinions of others, which is an attitude in which a person has respect and accepts every difference that exists regardless of who and what others have.

Mutual help, Human relationships with others are basically social creatures whose lives they cannot live without the help of others. In this regard, morally humans need to maintain their relationships with fellow humans in order to build a comfortable and peaceful social life. Humans, as social entities, have a wide range of inherent needs for friendship and interaction with others, so in the absence of such a presence, one may experience a diminished sense of significance.

Family, the family is the smallest group of society. This group is what gives birth to individuals with various forms of personality in society. The family is the key and central in educating its children, who are responsible for educating their children, besides that the family is the first and main educational forum in the history of children's education which is an important basis in the formation of human character itself until old age.

Humility, Humility is an attitude that is not exaggerated or boastful, but seeing oneself in accordance with reality, but does not mean condescending. With humility, one can live life with gratitude and be able to understand others well. In this case, the character of moral values of humility reveals that there is no perfection in human beings and every human being must have made mistakes, the mistakes that occur are imperfections that will occur in each individual in order to become a lesson to become a person who will be even better than before.

4. Conclusion

The 2023 film "Rumah Masa Depan" tells the story of a family who is going on vacation but in the middle of them are about to leave Sukri is given the news that his father passed away then they return to their hometown and there they have problems after Sukri's father's funeral. In addition to experiencing grief for his father, Sukri was also faced with land problems at home with the addition of having a stubborn mother and having a past grudge with his daughter-in-law. These problems can be solved with good communication so that the mother's heart becomes heartbroken towards her daughter-in-law, Surti as a daughter-in-law also has the humility and sincerity to apologize to her mother-in-law.

In this journal, the use of symiotic theory John Fiske in constructing moral messages is carried out with cutscenes in the film and then analyzed using 3 levels of social code to find the moral message in the film "Rumah Masa Depan", the director, Danial Rifki, wants to provide a moral message through the symbols in this film. Broadly speaking, the message conveyed is that every problem must have a solution if it is communicated well and lowers each ego or humility is indispensable in a problem.

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