

## **Representation Of Moral Messages In The Short Film '*Self*' (2024) By Raihan Ananda Pratama: A Peircean Semiotics Analysis**

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### **Abstract**

This article is a description of the results of a semiotic study of a short film entitled "Self" in the representation of moral messages. The research approach uses the theory of communication semiotics to reveal the meaning of each form of representation of moral messages. Data collection is carried out through observation and semi-structured interviews. Data analysis uses the theory of the semiotic triangle by Charles Sanders Peirce. This study shows that in each plot of the film, it tries to convey that bullying has a bad impact on its victims. The moral messages in the film have been represented in an audio visual such as images and narration that can be understood by participants. This study attempts to provide an overview that the film "Self" has a moral message. Thus, this research can provide an overview that short films can briefly convey moral messages as an information medium.

*Keyword:* Representation; Short Film; Semiotics; Moral Message

## **Introduction**

Film is a form of media art that has a storyline in it. Film art is one of the moving arts that is present in cultural history (Yu, 2023). This creates a form of connection between film and community culture. Film is a technical device that stores and produces basic moving media types that convey semiotic content to the public (Jensen & Salmose, 2021). Film is a work of art that is considered a cultural product and is used as a tool to convey messages through a narrative style (Pardede et al., 2021). Film is used as a medium to convey various messages to the wider community through stories (Fakhruddin et al., 2019; Yunita Turnip et al., 2021). Thus, the plot and story in the film can contain messages and meanings as part of a form of communication to the public. Because the plot is a story structure containing a series of events (Tapu, 2023).

Film art emerged from cinematography media technology which continues to develop over time. The more sophisticated and modern the media used makes films more diverse to adapt to the environment and communication needs. The operational qualification aspect builds the type of media based on the claimed or expected communicative task (Elleström, 2020). Thus, the film created has an involvement between communication and the expected purpose of conveying a certain message to the audience because the media determines what and how the communication process is (Bruhn & Schirmacher, 2021).

Film is considered a powerful communication medium for the target community because of its audio-visual nature, namely in the form of vivid images and sounds (Sholihah, 2021). Various types of films have forms of messages and meanings that are packaged in such a way as to convey a message to the audience. Although some films sometimes require deep reasoning to capture the message and meaning. The messages and meanings in films are sometimes represented in verbal and non-verbal forms such as language, movement, and visuals. Therefore, to understand the form of representation, there needs to be an interpretation process from the audience to capture the message from a film object. So that the message represented can be conveyed to the audience through interpretation.

Several previous studies have discussed representation in a film. The first study was conducted by Rizqina & Lestari (2023) entitled *Analysis of Message and Moral Value in the Film "Jakarta Vs Everybody"*. The study was conducted to identify the messages in the film entitled

"Jakarta Vs Everybody" using qualitative methods. The results of the study found that there were messages and meanings that implemented code switching and code mixing, resilience and pursuing dreams, and ethical decisions and consequences. Although revealing messages and meanings, this study did not convey them using a semiotic approach.

The second study was conducted by Sembiring et al., (2023) entitled Representation of Moral Messages in The Film "KKN di Desa Pendari" (Roland Barthes Semiotics Analysis). The study aims to describe the moral messages represented in the film KKN di Desa Penari through qualitative methods. This study uses a semiotic theory model approach proposed by Roland Barthes. The results of the study show that several scenes in the film provide moral messages that can be conveyed related to denotative, connotative, and mythical meanings.

The third study conducted by Septiana, (2023) entitled Peirce Semiotic Analysis of the Representation of Oligarchic Power in The Korean Drama Film the Healer. The study used an interpretive paradigm and qualitative methods with a Peirce semiotic theory approach. The results of the study showed that the scenes and dialogues in the film have representation and can be interpreted as meaning. Then the fourth study conducted by Agung & Sumarlan (2024) entitled Analysis of the Moral Message Content in the Film "Pulang". The study aims to analyze the moral message conveyed in the film "Pulang" through a Peirce semiotic theory approach. The results of the study show that the film is not only entertaining, but also conveys an important moral message to society.

Based on previous studies that discuss representation and moral messages in films, it can be concluded that the film has messages and meanings that can be expressed through various theoretical approaches. In terms of understanding, morals are rules that regulate behavior and actions between right and wrong (Batubara et al., 2021). Morals are an important value in social life, which are needed by humans, both as individuals, members, and groups of society (Karo-karo & Wardana, 2022).

Moral messages is a form of action that is adjusted to the situation in the public and is considered good (Pardede et al., 2021). Without moral values, social relations will be damaged and result in social uncertainty. Thus, moral messages as life lessons are needed so that people can learn to behave. The meaning of moral messages in films is very important to learn so that they can be a lesson for the public about the importance of films as

a means of education (Sudarto et al., 2015). Through films, these moral messages can be conveyed to provide understanding to the audience.

One of the short films that can have a message in the form of representation is a film entitled "Self" (2024) directed by Raihan Ananda Pratama. The film tells the story of someone who has life problems because he is bullied and ends his life. Each plot can certainly have a moral message that can be expressed. So that it raises the question, how is the representation of the moral message conveyed in the film entitled "Self"?

The selection of the film self in this study is because the theme of the film is related to bullying events, a social problem that is currently rampant. Indonesia is one of the countries with the highest number of bullying cases in the world (Sulisrudatin, 2015). In 2023, Indonesia is ranked 5th out of 78 countries with the most bullying cases (Febriansyah & Yuningsih, 2024). According to Raihan, the film "self" was made as an effort to prevent bullying behavior from continuing to occur through the messages in it. Therefore, this study was conducted to describe the moral messages represented in the film. Because, through the moral messages expressed in this film, it can provide an understanding of the moral message that is to be conveyed and become a lesson for society. The novelty in the research that will be carried out lies in the subject of the research, namely the short film entitled "Self" which has the theme of a person's self-problems.

This research approach uses a semiotic approach to express moral messages and meanings in each scene of the film. Semiotics is an approach that attempts to interpret messages in relation to signs and their symbolization (Moriarty, 2002). In terms of understanding, semiotics comes from the word "semeion" which means the science that discusses and studies signs (Innis, 2022). Semiotics is a science that is used to study all forms of meaning conveyed in the visual sense (Budiman, 2011). Thus, it can be concluded that semiotics is a science that is used to study a sign to express the message and meaning of an object. Through the study of semiotics, the story in the film can be expressed and become a descriptive narrative as the meaning of the signs in the film.

## **Research Method**

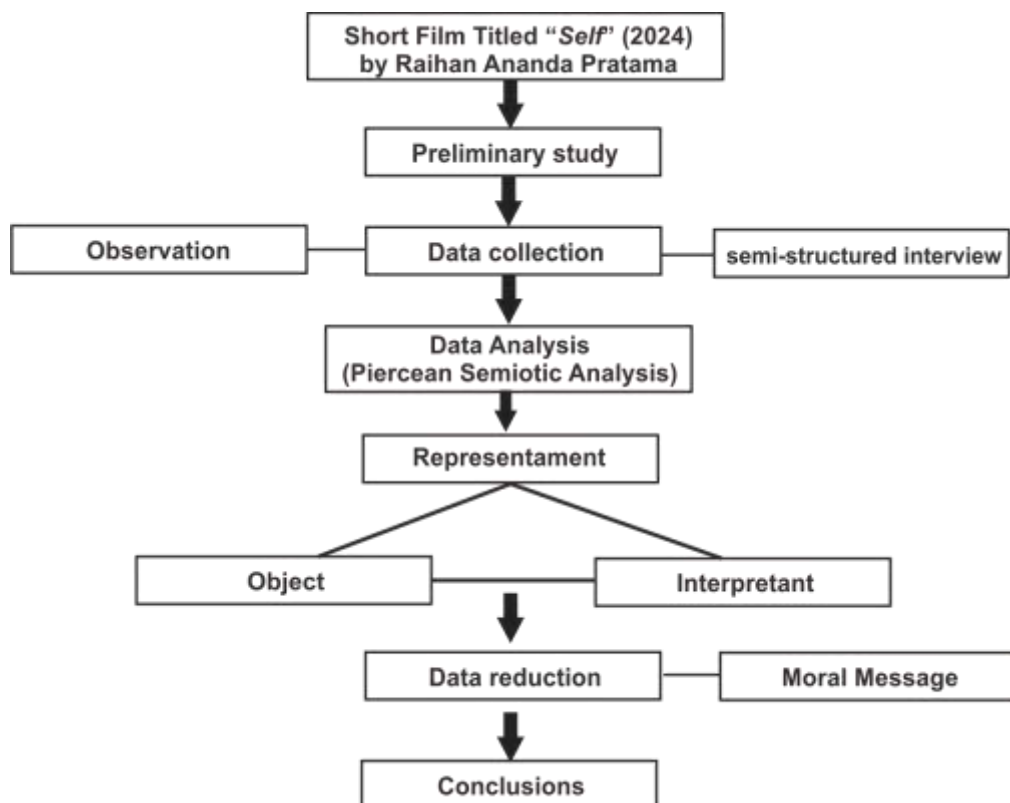
This study attempts to describe and analyze the moral message in a short film entitled "self" using a qualitative approach as a means of capturing the meaning conveyed in visuals and narratives. In terms of understanding, a qualitative approach is an approach based on the philosophy of constructivism which is used to examine an object with natural conditions (Sugiyono, 2015). This study uses a descriptive method that requires the research to be narrative without going through statistical data. The descriptive method is more appropriate for studying semiotic research because the results of the study are in the form of meanings that have been described (Hazmi & Rahmawati, 2024).

The research stages are carried out by setting objectives, collecting data and analyzing visuals and texts as a process of identifying objects. Through coding and data reduction, this study can later reveal the meaning of the representation that contains moral messages that are to be conveyed in the film. Data collection was carried out using observation, semi-structured interviews, and literature studies. Observations are carried out as observations that help find the results of a problem (Shin & Miller, 2022).

Participants as sources in this study were selected as many as 10 people. The criteria for participants were determined based on the age range of 17-25 years, as students who are or have taken videography or film courses. So that they have knowledge about films and can interpret a film. In the observation process, researchers and participants will watch the film "Self" and observe each scene to find forms of representation of moral messages.

Meanwhile, semi-structured interviews are used to obtain interpretations of meaning from participants as sources. The interview questions that will be given to the audience relate to parts of the film that have the potential to represent a message. The interpretation most expressed by participants is the meaning that best represents the sign. The selection of sources is based theory on Rehfeld (2011), namely that in identifying representations, a relevant and more representative audience is needed. Because the film discusses the problem of self in adolescents. The audience has a role in providing perspectives that can bring up various meanings in films through their critical thinking (Qadarrudin et al., 2024). So, that the audience can be more representative and relevant to their lives.

The research analysis process was carried out through the semiotic theory put forward by Charles Sanders Peirce (1993), namely by interpreting a sign that represents what it represents through a series of relationships between representamen, objects and interpretants. Representamen is something that can be captured and seen by the naked eye as a representative of a sign (Albar, 2020). In this case, the representamen in the film is a visual form and the narrative that is conveyed. An object is something referred to by a sign and recognized by its user as reality (Budiman, 2011). While interpretation is a person's concept of thinking about an object that has the sign (Kriyantono, 2020). Through these three series, the researcher tries to reveal the sign with the views and perceptions of the participants as the film audience.



**Figure 1.** Research design diagram

## **Results and Discussion**

### **Description of Research Subject: Short Film Titled "Self"**

The film entitled "Self" is a short film made in 2024 through cinematography and directed by Raihan Ananda Pratama. Based on the director's explanation and viewing observations, this film is themed about the problems of a teenager who experiences bullying. Because it is conceptualized as a short film, the duration of this film is quite short, namely 6 minutes, which focuses on conveying an important message according to its theme. So, with this short duration, all scenes display important points as a message. According to the director, the message to be conveyed in this film is about the impact of bullying on victims, especially teenagers, which can lead to depression and suicide.

The synopsis of the short film entitled "self" is the problem experienced by the main character named Nanda, a woman who is bullied by her friends at school. Not only that, Nanda also experiences pressure caused by her father's demands at home which makes her have no place to get social support like teenagers in general. The problem makes her even more depressed when her father and her friends tell her to die. When Nanda tries to end her life, her alter ego appears and tries to persuade Nanda not to do it. However, Nanda still commits suicide to relieve her stress with her life problems.


There are 6 settings in this film, namely rooftop, elevator, hallway, VOID, classroom, and house. For the characters in the film, namely Nanda as the main character, a mysterious figure, 3 of Nanda's friends, Nanda's father and 2 NPCs in the elevator. This film has a mixed plot with several scenes of the story that are forward and flashbacks. However, each plot is interconnected because the flashbacks convey the cause and effect of the events that occur in the film.

### **Semiotic Analysis Process through Peirces Theory**

Based on the synopsis that has briefly told the plot of the film "Self", it explains that the film does focus on conveying messages through the representations in it. Through the results of observations and interviews, this study found several forms of representation of objects that can be interpreted and provide moral messages. The representation in this film is seen as a visual that is displayed while the object is based on real events and dialogue. Then, the interpretant is obtained through the understanding

and meaning believed by most of its audience. There are 7 scenes in the film which are analyzed through representation, object and interpretant. The findings are described and analyzed through the Peirce Semiotic approach with the following results:

**Table 1.** Scene analysis 1

Representament	Object
 <p data-bbox="240 962 647 1033">Scene 1: Nanda's father scolds Nanda</p>	<p data-bbox="712 490 1170 562">Nanda's hair was pulled by her father</p> <p data-bbox="712 610 847 643">Dialogue:</p> <p data-bbox="712 653 1170 967"><b>Nanda's father:</b> (in a high tone) You, huh? Can you be normal? Dad has often been called to school because of your lessons. You cannot focus, you like to scribble. Dad is tired, you know, your medicine is expensive, why are you getting worse.</p> <p data-bbox="712 977 1170 1132"><b>Nanda:</b> (while sobbing, her voice shaking) "Yes, sir, Nanda apologizes." (tears flowed down her cheeks)</p>

In scene 1, it shows an incident of a father scolding his child. Based on the **interpretation of the participant, it was stated that the scene was the figure of Nanda's father scolding Nanda, because he was considered abnormal like his other friends, and was** always called to school. Through dialogue, his father was tired and complained because he had to pay for Nanda's expensive medicine, but Nanda's illness was getting worse. Then, from Nanda's attitude, who lowered his head and trembled with the word sorry indicating that Nanda felt scared and sad because his father was angry. In this scene, the film wants to show the figure of a father who does not love his child through the representation of a father who scolds his child harshly, even though the child is sick.




**Table 2.** Scene analysis 2

Representament	Object
 <p>Scene 2: Nanda gets scolded by her friends</p>	<p>Nanda was slapped in the face,</p> <p>Dialogue:</p> <p><b>Nanda's friend 1:</b> (in a high tone)          "How dare you tell the teacher that we cheated? What do you mean, Nanda!"</p> <p><b>Nanda:</b> "I wasn't the one who told you; the teacher saw it herself."</p> <p><b>Nanda's friend 2:</b> (sarcastically)          "Halalah! We don't believe what you say."</p>

In scene 2, it shows someone who is being accused. Based on the **interpretant**, this part represents the figure of Nanda, who is being scolded by her friends who think Nanda has reported them to the teacher for cheating in class. However, Nanda defends herself because she feels she did not do it and says that her teacher saw it herself. So here Nanda seems to be accused by her friends. Then, Nanda experiences physical violence; she is slapped by her friend, which makes her even sadder. In this scene, the film wants to show bullying behavior through false accusations and physical violence.


**Table 3.** Scene analysis 3

Representament	Object
	<p>Nanda's friends threw papers and trash at her.</p> <p>Nanda sat in the corner of the class, her body shaking.</p> <p>Dialogue:</p>

Representament	Object
Scene 3: Nanda is bullied by her friends	Nanda's friend 1: (laughs) Hahaha, hey crazy person, just go to the RSJ!"

In scene 3, it shows someone who is being bullied by his friends at school. Based on the **interpretation** of this scene, it explains that Nanda again experiences physical violence because he is thrown with paper and trash. Nanda is scared because his face is pale and his body is shaking. Nanda experiences verbal violence because of the taunts of his friends who call him "crazy" and tell him to go to the RSJ, or what is meant by the Mental Hospital. Here, his friends laugh happily, so Nanda thinks that their actions are entertainment. In this scene, the film wants to convey the behavior of verbal and physical violence that makes someone afraid, sad, and depressed.

**Table 4.** Scene analysis 4

Representament	Object
	<p>Nanda closed her eyes.</p> <p>Nanda's friend and father's voice: "Just go die"</p>
Scene 4: Nanda Remembers the Past	

In scene 4, it shows someone remembering the past by closing his eyes. Based on the **interpretant**, this scene explains Nanda's figure, who remembers something important by closing his eyes for a moment. The memory refers to the words of his father and his friend, who told him to die. So, this scene wants to convey the behavior of someone who experiences deep sadness caused by the words of his father and his friend.


**Table 5.** Scene analysis 5

Representament	Object
<div data-bbox="200 768 683 1058" data-label="Image"> </div> <p data-bbox="240 1062 644 1136">Scene 5: Nanda meets a white figure</p>	<p data-bbox="710 285 1019 320">A white figure appears</p> <p data-bbox="710 367 847 401">Dialogue:</p> <p data-bbox="710 409 1171 521"><b>White figure:</b> “Are you sure about the steps you are taking, Nanda?”</p> <p data-bbox="710 529 1171 683"><b>White figure:</b> “Why are you becoming weak, Nanda? Are you sure you want to leave everything you have achieved?”</p> <p data-bbox="710 691 1171 803"><b>White figure:</b> “Once again, I ask, are you sure you want to continue this step?”</p> <p data-bbox="710 811 1125 846"><b>Nanda:</b> “Yes, I am very sure.”</p> <p data-bbox="710 853 1171 966"><b>White figure:</b> “What about the people out there, Nanda? Who cares about you?”</p> <p data-bbox="710 973 1171 1085"><b>Nanda:</b> “No one cares about me, they also won’t feel anything even if I disappear.”</p> <p data-bbox="710 1093 1171 1248"><b>White figure:</b> “Hey, you yourself know this decision will be a legacy of our lives, people will remember us like this, Nanda!”</p> <p data-bbox="710 1255 1171 1329"><b>White figure:</b> “Try to think carefully, Nanda!</p> <p data-bbox="710 1336 1171 1410"><b>Nanda:</b> “(screaming) “Aaaaggkkhhh!</p> <p data-bbox="710 1418 1171 1615"><b>Nanda:</b> “You don’t understand what I’ve been through all this time, you don’t understand how hard my life has been, and now suddenly you appear in front of</p>

Representament	Object
	me and start advising me like a wise man.” <b>White figure:</b> “I understand what you’re going through, Nanda, I understand what you’ve been facing all this time. But you yourself are the one who rejects my presence from your life. I’ve tried many times to be by your side, but you always reject me.


In scene 5, it shows someone who meets a non-human figure, and there is a conflict through a long dialogue. Based on the **interpretant**, the scene shows that Nanda is already feeling stressed and tired of all the problems in her life, so she has to do something. Nanda is in the dark and meets a mysterious white figure who tries to prevent Nanda from doing something that could harm her. Based on the dialogue, this figure continues to prevent Nanda and convinces her that her decision to do something can be a bad memory for others. So, this scene is about someone who makes bad decisions because they are tired of the life experienced in the previous scene. However, the white figure as part of her alter ego tries to stop her bad intentions.

**Table 6.** Scene analysis 6

Representament	Object
	Nanda pushes the white figure.
	The white figure's hands are chained.
Scene 6: white figure shackled	Dialogue: Mysterious Figure: "Nanda!" Nanda (in a high voice) "SHUT UP!"

In scene 6, it shows a white figure whose hands are chained. Based on the **interpretant**, it explains that the white figure's hands are chained because Nanda does not want to be helped by him, and he is very upset and angry with the white figure. The chain seems to come from not wanting Nanda to be stopped. So, this scene explains about someone who does not need help because he does not trust anyone anymore.

**Table 7.** Scene analysis 7

Representament	Object
	Nanda jumps from the building.
	The white figure disappears.
	A loud noise followed by the sound of a car alarm
Scene 7: Nanda falls down	

In scene 7, it is part of the end of the film that shows someone jumping from the top of a building and falling. Based on the **interpretant**, this scene explains the figure of Nanda jumping from the building because he committed suicide. His actions were considered the right decision for him because when he fell, he smiled. The white figure also disappeared as Nanda committed suicide. A loud sound, like someone falling and a car alarm sounding, indicated that Nanda fell right on top of the car.

Based on each scene, it explains that the short film "self" has a triadic semiotic concept from Peirce, namely representamen, object, and interpretant. Each scene that represents an object can be interpreted through the audience's understanding. Based on the results of the semiotic analysis, the film explains that the figure of Nanda is experiencing life problems. In the part where her father scolds Nanda because her medicine is expensive and getting worse, he says that Nanda is experiencing continuous pain.

The illness also seems to make Nanda unable to concentrate at school. Then, after seeing other scenes such as her friends bullying her and the appearance of a white figure, it is concluded that the illness suffered by Nanda is a mental disorder in the part where the appearance of the white figure tries to convince Nanda to prevent her from committing suicide. Nanda's belief in committing suicide is confirmed by the words of her

friends and father, who told her to commit suicide. According to Nanda, this is the only way to solve her life problems. In fact, the white figure explains that this method is not good for Nanda. So, the analysis of this film gives the meaning that bullying activities cause someone to be depressed and lead to suicidal tendencies.

### **Moral Message in the Short Film “Self”: Based on Audience Perception**

After understanding the meaning of the film "Self", the next process is to analyze the moral message conveyed in the film. The form of representation of the object that has been interpreted through the understanding of the participants found several moral messages conveyed in the film. The moral message is packaged in the form of a film representation expressed through certain meanings. The moral messages contained in each film representation are as follows:

**Table 8.** Moral Message in the Film “Self”

Form of Representation	Moral Message
A father who scolds his child for not focusing, likes to scribble at school, and his illness is getting worse.	A father should not scold a child without asking why he is not focused at school, and his illness is getting worse. A child should also be open to his parents and tell them about his problems to find the right solution.
A teenager who is accused of reporting cheating, which results in physical violence by his friends	Do not accuse someone without evidence and commit physical violence. Discuss it with a third party, if at school, then resolve it with the teacher. Making false accusations or committing physical violence can hurt others physically and mentally.
A teenager who is bullied at school until the child is afraid of depression	Do not bully others. Because bullying can have an impact on the mental health of the victim

Form of Representation	Moral Message
A teenager who is hated by his father and friends until the child commits suicide	Do not hate others, especially for a father who hates his child, because it can make the child depressed and cause suicidal tendencies.
A child who is sick and depressed but does not get social support	Human beings must help each other and provide social support to people who are sick and depressed in order to heal them.
A teenager who decides to commit suicide and does not want to listen to other figures who try to convey the consequences.	Understand the impact when making decisions. It is better to listen to others and understand yourself. Avoid if the decision is not good, and accept if it is good for you.

Table 8 explains that each film has a moral message that is represented in each scene. The first moral message this film tries to convey is that a father as a parent should not scold his child when in a difficult situation. Children and parents must be open and understand each other. This is reinforced by the participant's opinion:

*In the film, I saw that a cruel father bullied his own child verbally and non-verbally. That should not be done because it has an impact on the child's mental state, which eventually leads to the child's committing suicide".* (RR, 22 years old, in an interview on January 15, 2025).

The second to sixth moral messages try to convey the prohibition of bullying behavior through a series of bullying acts that result in someone committing suicide. Bullying Behavior carried out by a student can cause someone to become depressed and commit suicide, so this act should not be done, and is an immoral act. As the participant said:

*"This film conveys a fairly good and sequential message about how bullying behavior can cause someone to lose their life. So, we can know that this act is immoral and should not be done because it harms others".* (WS, 18 years old, during an interview on January 15, 2025).

Through semiotic analysis, the meaning of the moral message in this film can be expressed based on the participants' perceptions. In general, the moral message that is intended to be conveyed in this film is not to do any form of bullying because it will have an impact on the victim. The impact of bullying is to make the victim depressed to the point of triggering the desire to commit suicide. Thus, it is hoped that the audience will avoid bullying behavior and be able to understand others.

## **Discussion**

Short films are one of the film genres that are widely used by producers to convey special messages. The message in the short film entitled "Self" can be conveyed even through representation by observing the narrative in it. Forms of narrative can not only be seen through text, but also through the storyline and images in the film (Triyudanto et al., 2024). Narratives can be observed through a series of sequential events so that they describe a story that is related to each other (Hanifah et al., 2023).

This study explains that semiotic studies are effectively used to find the meaning and messages contained in a film. In line with the opinion of Moriarty (2002), semiotic analysis is relevant for finding messages that depend on visual communication cues. The purpose of the film is a form of conveying semiotic content to the public (Jensen & Salmose, 2021). Semiotics views a message as a communication process (Fiske, 1993).

In the communication process, there are elements of messages in the form of signs so that semiotics and communication are interconnected through meaning (Mustansyir, 2017). A sign represents something else to its recipient because the representing relation is mediated by an interpretant (Tomaselli, 2022), like the film "Self," which has content as a medium for conveying moral messages. This is in line with the opinion of Lukitaningsih (2013) that the media is one way of conveying messages and expressions. So, through semiotics, the message of this film can be expressed through Peirce's triadic semiotic concept. Because symbols, meanings, and representations are important parts in forming meaning, and every related aspect reflects problems that can be interpreted (Rorong, 2019).

The short film entitled "Self" is one of the films specifically for communication media for teenagers regarding the dangers and impacts of bullying behavior. The strength of the film can be seen in the clear delivery



of cause and effect with an interrelated plot. The plot is an important part of a film that influences events (Sholihah, 2021). Therefore, films with social messages must pay attention to the plot so that the message is easily conveyed to the audience because one of the effectiveness of a film is that it can provide a narrative that is relatively easy for the audience to understand (Setyowati et al., 2022).

By watching the audience as participants, they can easily understand the messages in the film "Self" because the plot is easy to understand. Every viewer can provide almost the same perception through observing the signs in the film, which are so clear. According to them, the message is so structured and represented in every scene from the beginning to the end of the film. This is in line with the opinion of Pradita et al. (2023) that the audience can convey messages that are easy for them to understand. Individual perception provides a means to examine the tendency of universal and logical signs and interpret the meaning of the film (Tomaselli, 1981).

The impact conveyed in the film "Self" is seen from the perspective of the victim, who is depressed and commits suicide. This is in line with studies related to the impact of bullying, which can cause victims to become depressed and develop suicidal tendencies (Bond et al., 2001; Khaliza et al., 2021; Nur et al., 2022; Trisnani & Wardani, 2019). Bullying activities depict events of oppression, hazing, extortion, intimidation, and exclusion (Agisyaputri et al., 2023; Andrews et al., 2023). Some forms of bullying presented in the film are making false accusations with intimidation, committing physical violence by slapping, throwing garbage at the victim, mocking, and cursing.

The phenomenon of bullying still often occurs among adolescents, especially in schools that are not monitored by teachers. In adolescence, a person's interest tends to be more towards the need for emotional things (Bond et al., 2001). These needs become the drive to do everything and influence behavior in the social environment (Nita et al., 2020). This part is seen when Nanda's friends bully her while laughing. This is considered interesting entertainment for them. but for the victim of the behavior, it makes him uncomfortable. So, the film "Self" is one of the media that can be used to prevent bullying through the moral messages conveyed. Especially for teenagers who are prone to emotional needs. Because one

form of bullying prevention is through communication and through other forms of effort (Noboru et al., 2021; Yuyarti, 2018).

## **Conclusion**

The short film entitled "Self" (2024) is one of the films made to show the phenomenon of bullying in society, especially in families and schools. Based on the participant interpretation process, it was found that the film provides a moral message to teenagers regarding bullying behavior. Participants can understand the moral message of the film even though the messages are represented in the form of signs. Through the phenomena that occur, this film tries to convey that bullying has a bad impact on its victims.

The film "Self" can be used as a medium to convey the behavior and impact of bullying to the community to prevent it, which is currently still rampant. Although moral messages are represented in several scenes, the messages can be conveyed well and can be expressed through a semiotic approach. Thus, a semiotic approach can be used as an analysis to understand messages in various types of films.

This study contributes to exploring the use of semiotics as part of communication theory in a short film. Because film is a multi-communication medium, it forms various representations that need to be revealed through in-depth knowledge; however, this study has limitations, only focusing on the disclosure of moral messages in the film "Self," which discusses the problem of bullying in adolescents. So that a wider research space can be carried out, both in the realm of film and the use of semiotic theory, it is hoped that further research can expand semiotic thinking more deeply and provide new nuances in the world of communication and semiotics.

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