

THE ANTI SOCIAL VALUE IN FILM OF NARUTO *THE LOST TOWER*
(A Semiotic Study of Moral Messages of Anti Social)

*Presented to the English Department
Of Letters and Culture Faculty
As Partial Fulfillment of the requirement
For the degree of Sarjana Pendidikan*

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2012



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Gorontalo, Agustus 2012

Febriyanti

ABSTRACT

Febriyanti, NIM. 321 408 019. The Anti Social Value In Film of Naruto *The Lost Tower* (A Semiotic Study of Moral Messages of Anti Social).

This research found that most films on TV which contained anti social were animated films or cartoon films. One of the animated films which contained anti social was Naruto film. This research focused on anti social behaviors in film of Naruto *The Lost Tower* and to discover the moral message of anti social in this film. To find the moral message of anti social in this film, the writer used John Fiske's theory of semiotic. This research used qualitative method by way of represent signs through anti social behavior which appeared from the character in film by using Fiske's theory of semiotic, that was television codes (reality level, representation level, and ideology level). Based on that the writer got that moral message of good and bad behavior conveyed by character's appeared in the film. The result of this research showed that the moral messages of anti social which constructed in film of Naruto *The Lost Tower* were shown by characters' appearing through behavior, speech, gesture, expression, conflict, character, action, dialogue, and class.

Key words: Semiotic, Anti Social Moral Message

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MOTTO AND DEDICATION

Sesungguhnya bersama kesulitan ada kemudahan (Qs. Al-Insyirah:6)

*Jiwa hanya akan memberikan kadar semangat sesuai dengan tingkatan sesuatu yang akan dicapai. Pikirkan setiap tujuanmu dan jangan lupa hendaklah tujuanmu itu selalu yang **JURANG** dan sulit dicapai. Genggam terus asa-mu selama engkau masih dapat mengayunkan kaki untuk menempuh langkah baru setiap harinya ~*

Jangan pernah meremehkan impian, walau setinggi apapun Tuhan sungguh Maha Mendengar ~ N5M

“You have all the reason in the world to achieve your grandest dreams. Imagination plus innovation equals realization.”

“If you believe you can, you probably can”

(Denis Waitley)

Man jadda wajada. Man shabara zhafira. Man sara ala darbi washala.
Siapa yang bersungguh-sungguh akan sukses. Siapa yang bersabar akan beruntung.
Siapa yang berjalan di jalan-Nya akan sampai ke tujuan

Berlelah-lelahlah, manisnya hidup terasa setelah lelah berjuang

DO THE BEST, TRY FOR THE BEST, AND EXPECT THE BEST

(BEBY)

I dedicated to my greatest and my beloved parents,

Harun Dj. Nur and Heldi Buhang who was raised and trained me with love, always do the best for me, and always pray for my safety and my success.

My brother and my sister

Arnold and Vita who always waiting for my success

I love you

FOR MY ALMAMATER

GORONTALO STATE UNIVERSITY

2012

PREFACE

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Finally, I realized that this skripsi is still far from perfect. Hence, the constructive suggestion and criticism are awfully appreciated to develop this skripsi in order to become more valuable work. I expect that this skripsi can be

useful for the people who want to learn more and do research about moral and semiotic study.

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