

ABSTRACT

Utami, Tri. 2141220025. Semiotic Interpretation of the *Tepung Tawar* Offer in Tanjungbalai Malay. A Thesis. English and Literature Department, Faculty of Languages and Arts. State University of Medan. 2018.

This study was aimed at finding the meanings displayed, how and why the meanings realized in the *tepung tawar* offer ceremony. This study was conducted by using descriptive qualitative method. The data of this study were all signs found in the *tepung tawar*. The sources of the data were *tepung tawar* offer ceremony in Tanjungbalai Malay and the Informant who knew well about *tepung tawar* offer ceremony. The data were analyzed by using Peirce's theory of semiotic object. The researcher found 12 meanings were displayed on the *tepung tawar* offer, namely: (1) Level of social status, (2) unity and agreement, (3) harmony, (4) sacrifice, (5) generation, (6) happiness, (7) eternal victory, (8) coolness, (9) name fragrance, (10) growth, (11) fertility, and (12) mediator. From those materials found that there were 3 icons that consist of *balai*, *merawal* and *puncak balai*. Then, 1 index was *Telangkal* and 8 symbols namely: sticky rice, kernel (shredded coconut), meat, egg, water, potpourri, *bertih* and rice. Malay people believed that *tepung tawar* was the gratitude to God for something that they have gotten. That's why Malay society in Tanjungbalai considered that *tepung tawar* must be held.

Keywords: *Semiotic, Peirce's theory, Tepung tawar, Wedding ceremony*