

## ABSTRACT

**Mutiara, Vita. Registration Number: 2132220021, Sign Analysis in Pantun of Malay Traditional Wedding Ceremony in Kota Tanjungbalai (Semiotic Approach). A Thesis. English and Literature Department. Faculty of Languages and Arts. State University of Medan. 2017.**

The study in this paper concerns with the way where the author finds the types of icon, index and symbol as semiotic approach to explores the meaning of signs on HEMPANG PINTU custom of Pesisir Malay traditional wedding ceremony and wants to find out the meaning of their linguistic symbols according to Malay custom. There were found 19 stanzas of the pantun of HEMPANG PINTU custom from video recording transcription as the subject of this research. The total numbers of sign classification were 99. There were 29 proverbs include to icon found in 13 stanzas, 51 proverbs include to index found in 16 stanzas, and 19 proverbs include to symbol found in 11 stanzas. The method used in this paper is descriptive qualitative analysis where the writer firstly identifies the sign types then describes the meaning of all signs found in HEMPANG PINTU custom. The writer used a semiotic theory especially in Pierce's theory of sign and focuses on the aspect of the three sign classification: icon, index and symbol. Data collection technique is by using literature study, observation and interview. Data analysis technique used to prepare the object of study, classifying and describing the pantun, verification, analyzing and make conclusion. From the analysis, the writer concludes that pantun of HEMPANG PINTU custom used Pesisir Malay proverbs to deliver their aim and politeness in speech that has been formed in signs. The results will determine and interpret the icons, indexes, symbols in the pantun of HEMPANG PINTU custom.

***Keywords: Semiotic, Sign, Pantun, Malay Traditional Wedding Ceremony***