

ABSTRACT

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This study discusses the semiotic analysis of the film "Encanto". This study aims to (a) find out the signs contained in the Encanto film and (b) describe how these signs are interpreted in the Encanto film. This film received several awards because it talks about family warmth which makes it a suitable film for semiotic analysis. The research data is in the form of scene images showing signs in the film "Encanto". The research instrument is in the form of documentary sheets with documentary techniques. The results showed that there were 20 signs found on the Encanto film. The most frequently appearing symbols are 9 data such as candles, donkeys, fireworks, jaguars, rats, butterflies, flowers, and toucans, followed by an index with 8 data, namely: dark clouds, rain, door painting, eye twitches, perfect golden child, Mrs. Julieta is very helpful, Luisa is very fast, light accomplice, sand, and 3 data for icons such as house, photo, gift. This study concludes that using Barthes and Peirce's theory provides a systematic description of signs in identifying and creating patterns that reveal hidden meanings in films.

Keywords: Analysis, Semiotic, Film, Encanto

