

ABSTRACT

Dora Serialita Panjaitan, Registration Number 2203220004, Cultural Signs and Ideological Representations in Avatar The Last Airbender Cartoon: A Semiotic and CDA Analysis, English and Literature Department Faculty Language and Arts , Universitas Negeri Medan, Thesis, 2024.

This research aimed to identify the the cultural signs and ideology representations in the cartoon series Avatar The Last Airbender using the two theory, first Barthes sign theory in 1975 which included the Conotation , Denotation , and Myth to analyse the sign of the data, and second CDA (Critical Discourse Analysis) Fairclough theory in 1995 which included the Description, Interpretation, and Explanation to analyse the ideology of each sign that were found based of each sign. The data were collected from Avatar The Last Airbender youtube channel. The findings contains 33 the screnshootof a scenes from the cartoon that shows diversity of the ideology representations of each signs.

Keywords: Culture Sign, Ideology Representations, Avatar The Last Airbender.

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