

ABSTRACT

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This research is about the script of The Encanto film which aims to explore the signs that are expressed and analyze the meaning of three important elements of signs, namely icons, indexes, and symbols contained in the script in the film. This research is a qualitative descriptive study using the semiotic theory proposed by Peirce as the theoretical framework. The data for this study were collected from the encanto film script. Among the three signs, namely index, icon, symbol, this study only focuses on symbols as signs to be analyzed. The results of the analysis reveal that the meaning of symbols can indeed be interpreted using Peirce's semiotic theory, especially the relationship between Object, Representamen, and Interpretant. From what has been obtained, it is explained that through writing, which is represented as a symbol, it expresses various meanings such as about culture, historical objects and the meaning of an object such as color. Like the green color is a symbol of never giving up in the face of a problem because the green color appears in the script in the conflict section of the film and is written in capital letters. The yellow butterfly appears in the script at the end of the story and as a hint that symbolizes love, hope, and the new changes that the main character will bring in the film.

Keyword: Semiotics, Triadic Concept, Peirce's theory, Symbol.