

Moral Messages in the Web Series movie "Little Mom"

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ABSTRACT

This study aims to determine the moral messages in the Web Series movie "Little Mom". The testing in this study used a descriptive qualitative method using a semiotic analysis approach. The subjects in this study are the images and narration/dialog contained in the Web Series movie "Little Mom" which is related to moral messages about education for the community. The analysis used is semiotic analysis using Charles Sanders Peirce's approach which consists of 3 levels of signification, namely sign, object, and interpretant. The results showed that the moral messages in the Web Series movie "Little Mom" is not to do something out of bounds but think about the consequences, dare to take responsibility for mistakes that have been made such as aborting a pregnancy, and the role of family is indispensable if things like in movie occur, as a society should not discriminate. It can affect the psychology of the perpetrator and the last moral message is that a real man will accept and respect his partner, not take away honor for the sake of momentary desire.

Keywords: *Moral Messages, Movie, Little Mom Web Series.*

