

MORAL MESSAGES IN THE FILM “THE BEEKEEPER” 2024

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ABSTRACT

This study aims to analyze the moral messages contained in the film “The Beekeeper” (2024) using Roland Barthes' semiotic approach. As a mass communication medium, film plays an important role in conveying life values, including moral messages related to the relationship between humans and God, oneself, and others. Through an analysis of symbols, scenes, and narratives in the film, this research finds that “The Beekeeper” not only offers action entertainment but also highlights values of responsibility, courage to uphold the truth, and the meaning of family that transcends blood ties, emphasizing care and solidarity. The research results indicate that the moral message in this film is effectively conveyed through the main character's relationship with his social environment and through the symbolism of bees, which represent cooperation and protection. This study is expected to contribute to the development of film semiotics studies and serve as a reference for society and future researchers in understanding moral messages conveyed through film media.

Keywords: *Semiotic analysis, Roland Barthes, moral message, The Beekeeper 2024.*

