

ABSTRACT

This study uses a semiotic analysis method entitled "Semiotic Analysis of Disabilities in the Nussa Animation series". We know that the media is very developed, especially with the existence of Youtube media which is very easily accessible like Nussa Animation which is currently mostly found among children and adults. . Regarding Nussa, behind the character there is a story about Nussa who has no legs or can be called a person with a disability. We know that people with disabilities in Indonesia are still thick with discrimination in society. Therefore, the aim of this research is to see the connotative, denotative and mythic meanings contained in the figure of persons with disabilities in the Nussa Animation Series, making representatives of people with disabilities who are not what we imagine so that it can be revealed that the public can understand stories and moral messages be delivered. The author's method uses a qualitative descriptive method with Roland Barthes' semiotic approach. To see two levels of denotative, connotative and mythical meaning. The results of the research concluded that Nussa's flawed animation with her imperfections still has high enthusiasm, Nussa is a person who never gives up on her desires. The attitude of persons with disabilities is to be careful, polite and respectful when talking to anyone. Regarding the disability myth that Indonesians have about disability, it is closely related to the discriminatory behavior they experience in their daily lives. Since persons with disabilities need ongoing assistance, access to persons with disabilities only benefits persons with disabilities, then persons with disabilities have lower performance or absenteeism levels.

Keywords: Nussa Animation, Disability, Barthes Semiotics, myths, discrimination, messages