

ABSTRACT

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The phenomenon that are currently worldwide right now is Korean fever. This phenomenon is also known as the hallyu wave, which is the phenomenon of the spread South Korean culture through their entertainment industry, which one of them is through films. This culture spreads diversely, one of which is moral values according to the teachings of Confucianism. This study will discuss the moral values according to the teachings of Confucianism which also contained in the film of Parasite which using the factual approach that makes the film as a text. The analytical method in this study uses the Semiotics of Charles Sanders Pierce to analyze the signs contained in the scenes that have been chosen by the author that describe the 5 noble qualities in Confucian teachings. Based on the analysis that the author has done, it is found 4 noble qualities according to the teachings of Confucianism are constructed through the gesture and characters. Then also the visual meaning that describes the moral values according to the teaching of Confucianism in South Korea through the Parasite movie.

Kata Kunci: Moral Values, Parasite, Confucianism, Semiotic.