

ABSTRACT

In Indonesia, there have been many films related to family themes, therefore films with family themes seem to be in demand by the Indonesian people. From year to year, Indonesia produces films about family themes. Pan and Kosicki's analysis has been used in various studies to explore the meaning and moral messages contained in various media, including films, news, advertisements, magazines, and novels. Through this analysis, researchers can understand how the media depicts family issues and how this influences the perceptions and values of the audience regarding family life. Through the qualitative content analysis method, in this case the researcher chose the Pan and Kosicki framing analysis approach. Based on the analysis carried out, conclusions were obtained as an attempt to answer the formulation of the problem in the research. Through framing analysis, framing moral messages are obtained from several key scenes in the film, Ngeri Ngeri Sedap. The packaging of the moral message in the film Ngeri Ngeri Sedap found 7 (seven) things which are indicators of the moral message of human relations with other humans in the social environment, for this film is the family environment. The moral messages obtained are deliberation, compassion, mutual cooperation, willingness to sacrifice, caring, mutual help, and kinship.

Keywords: *Film, moral messages, family*