

ABSTRACT

This study aims to identify and analyze the moral messages in the film "Ngeri-Ngeri Sedap" by Bene Dion Rajagukguk, using the Roland Barthes semiotic approach. The method used is descriptive qualitative with a focus on in-depth understanding of the meaning of signs and symbols related to Batak culture.

This movie was chosen because it is rich in Batak cultural values that are reflected in the story and characters. By using the concepts of denotation, connotation, and myth according to Barthes, this research parses the symbolic meanings in the movie. The results show that the movie "Ngeri-Ngeri Sedap" conveys various moral messages, including the importance of maintaining the authenticity of culture and traditions, maintaining family unity, respecting customs and traditions, and fighting for gender equality in the context of Batak society.

This research makes a significant contribution to the understanding of how moral messages can be conveyed through the medium of film in a particular cultural setting, and how cultural values can enrich the moral interpretation of a work of art. The findings are expected to increase appreciation of Batak culture and strengthen efforts to preserve traditional values in modern society.

Keywords: *Film, Moral Message, Roland Barthes Semiotics, Batak Culture, Tradition*