

ABSTRACT

Wafa Fakhra Azizah. 1175030274. Denotation, Connotation and Myth of “Dia El Muertos” in Coco Movie (2017). An Undergraduate Thesis. English Literature Department, Faculty of Adab and Humanities, State Islamic University of Sunan Gunung Djati Bandung. Supervisor 1. Lili Awaludin, SS, MA ; 2.Ika Yatmikasari, SS, M.Pd.

The objects contained in the "Dia El Muertos" festival contain signs. This title was chosen because the writer knows that myths and symbols are studied in the science of signs or a sign system called semiotics. Therefore, the writer are interesting and need to conduct research on this topic with question 1). How is the Festival Denotation “Dia El Muertos” in Coco movie ? 2). How is the Festival Connotation “Dia El Muertos” in Coco movie ? 3). What are the myths in the Coco movie ?

The writer chooses a film from Lee Unkrich, namely the Coco film which be analyzed as the object of research. Then it be analyzed using Roland Barthes' theory, which uses 3 approaches, namely denotation, connotation, and myth. Myths will appear along with connotations. This study use Cresswell’s qualitative research (2014). The method was chosen by the writer because there is no single count in the film. The data used are taken from screen shoots and dialogues from the Coco film which explain about objects that are sacred or required to be present in every event of the “Dia El Muertos” festival. From these objects each object has a certain mythical meaning. "Dia El Muertos" is a day of celebration of the dead which is held once a year and the celebration coincides 1 day after Halloween.

From the results of this study, it can be concluded that the film is not just entertainment but the film also has the means to convey the messages hidden in it. One of them is in the Coco film which has denotations, connotations and myths in it.

Keywords: Dia El Muertos Festival, symbol, denotation, connotation, myth