

ABSTRAK

Maulidiyah, Siti Juniafi, 2020, Analisis Pesan Dakwah pada Serial Animasi Pendek Islami di Youtube (*Semiotics Analysis* Ferdinand de Saussure Pada Serial Animasi Pendek Islami Nussa dan Rarra), Skripsi, Pembimbing: Sukma Ari Ragil Putri., M.I.Kom.

Kata Kunci: Pesan Dakwah, Serial Animasi Nussa dan Rarra, *Semiotics Analysis* Ferdinand de Saussure.

Penelitian ini berangkat dari maraknya fenomena produksi perfilman di Indonesia yang semakin bobrok, terlebih lagi perihal tayangan yang menyampaikan syiar atau pesan dakwah. Meskipun studi kasus tentang kajian perfilman sudah banyak dihadirkan, akan tetapi penulis mencoba untuk menganalisa tayangan terbaru hasil produksi bangsa Indonesia yang begitu fenomenal diawali kemunculannya di pertengahan tahun 2018 hingga saat ini, yakni Nussa dan Rarra.

Berdasarkan fenomena diatas, maka muncul sebuah rumusan masalah, “Bagaimana representasi pesan dakwah yang disampaikan oleh serial animasi Nussa dan Rarra di Youtube setelah dianalisis menggunakan semiotika Ferdinand de Saussure?”. Adapun penelitian ini termasuk dalam jenis penelitian analisis kualitatif dengan teori semiotika milik Ferdinand de Saussure.

Hasil dari analisa data, penulis menarik benang merah diantaranya: (1) Dalam serial animasi pendek Islami Nussa dan Rarra memunculkan seorang anak laki-laki bernama Nussa yang mengalami difabel sebagai karakter utama, Rarra gadis cilik berusia 5 tahun, dan Ummah sebagai orang tua keduanya. (2) Setelah dianalisis lebih mendalam menggunakan teori semiotika Ferdinand de Saussure, ditemukan bahwa serial animasi pendek Islami ini tidak hanya menyampaikan pesan dakwah seputar dunia anak-anak saja, melainkan juga kehidupan sehari-hari pada umumnya. (3) Kehadiran Nussa dan Rarra ini ternyata menjadi salah satu media yang mampu membantu memperbaiki kualitas moral anak bangsa, terlebih lagi bagi umat Islam. sebab disetiap serial animasinya selalu tersematkan ayat-ayat Al-Qur'an ataupun hadits Nabi yang disampaikan oleh Nussa, Ummah atau Rarra.

ABSTRACT

Thesis with the title "Analysis of Da'wah Message on Islamic Short Animation Series on Youtube (Semiotics Analysis of Ferdinand de Saussure on Islamic Short Animation Series - Nussa and Rarra)" was written by Siti Juniafi Maulidiyah and guided by Mrs. Sukma Ari Ragil Putri., M.I.Kom.

Keywords: *Da'wah message, Nussa and Rarra Animation Series, Semiotics Analysis of Ferdinand de Saussure.*

This study was gone from the rise of the phenomenon of film production in Indonesia which was increasingly dilapidated, especially about broadcasts that conveyed message or the message of preaching. Although, there were many case studies on film that have been presented, the writer tried to analyze the most recent impression of the production of the Indonesian people which were so phenomenal at the beginning of their emergence in mid-2018 to the present, namely Nussa and Rarra.

Based on the phenomenon above, then a problem statement appeared, "How was the representation of preaching messages delivered by the animated series Nussa and Rarra on Youtube after being analyzed using Ferdinand de Saussure's Semiotics Analysis?". The research was included in the type of qualitative analysis research with Ferdinand de Saussure's semiotic theory.

The results of the data analysis, the authors drew a conclusion included: (1) In the short Islamic animated series - Nussa and Rarra brought up a boy named Nussa who had disability as the main character, Rarra a little 5-years-old girl, and Ummah as their parents. (2) After analyzing more deeply using Ferdinand de Saussure's semiotic theory, it was found that this short Islamic animated series did not only convey the message of da'wah around the children world, but also messages about daily life in general. (3) The presence of Nussa and Rarra turned out to be one of the media that was able to help in improving the moral quality of the nation's children, especially for Muslims. Because in every animated series was always embedded with verses of the Qur'an or the hadith of the Prophet delivered by Nussa, Ummah or Rarra.