



Moral Message In The Web Series Little Mom Film

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Abstract: This research aims to find out the moral message contained in the Web Series film "Little Mom". Testing in this research uses descriptive qualitative methods using a semiotic analysis approach. The subjects in this research are pieces of images and narration/dialogue contained in the Web Series film "Little Mom" which relate to moral messages regarding education for society in everyday life. The analysis used is semiotic analysis using the Charles Sanders Pierce approach which consists of 3 levels of sign, namely sign, object and interpretant. The results of the research show that the moral message in the Little Mom Web Series film is don't do something beyond your limits but think about the consequences, have the courage to take responsibility for mistakes you have made, such as aborting a pregnancy, and the role of the family which is very necessary if things like this happen. The Little Mom Web Series film occurred, as a society it is better not to discriminate, this can affect the psychology of the perpetrator and the final moral message is that a real man will accept and respect his partner, not take away honor for the sake of momentary lust.

Keywords: Moral Message, Film, Web Series Little Mom

Introduction

According to McQuail (1994), film is widely recognized as one of the most well-known methods of disseminating information to a wide audience. Film is classified as mass communication media according to Law number 33 of 2009. Film is a work of cultural art and social institution that follows the criteria of cinematography. Movies can be played with or without sound. Film functions as a mass communication medium that not only reflects reality but also has the power to influence and shape reality. In this scenario, movies have the ability to convey the same message to several targets who are different in position, age, religion, ethnicity, and region of residence (Wahyuningsih, 2009).

Movies are similar to actual human existence, depicted through dynamic and vivid visuals accompanied by sound, as a means of conveying messages to viewers. The message is easily accepted by the public due to its proximity and similarity to real life situations. Moral messages are often communicated through various forms of media, such as audio-visual media like movies. Movies are artistic creations and sources of information

that have entertainment attributes and can serve as a means to educate their viewers. In addition, films can be utilized as a forum for spreading cultural values (Weisarkurnai, 2017).

In terminology, morals refer to the ethical evaluation of actions and behaviors, distinguishing between what is considered right and wrong. Therefore, morals is a concept that classifies human behavior based on its ethical and unethical nature. The moral judgment of an action is determined by the prevailing norms of society, because life is essentially related to the social environment.

Based on the function of socially related morals, movies that enable comprehensive human understanding. The moral values depicted in a story or movie usually serve as practical advice with respect to certain moral teachings, which can be taken and interpreted from the narrative or movie in question. The moral messages conveyed in a literary work depend on the views, ambitions, and interests of the author or creator (Birnbacher, 2013). It can be said that movies have the capacity to convey moral lessons in communication through moral messages conveyed in the narrative (Manalu & Warsana, 2021). It is not unusual for movies to be based on social phenomena that occur in society. In Indonesia, a movie has been made that depicts the common This research uses a semiotic analysis approach, around signs and signifiers. The nature of signs They are representational and interpretive. The representational quality of a sign implies that it represents something other than itself, while the interpretive quality indicates that the sign can be interpreted in several ways depending on the user and the recipient (Fiske, 1990). Charles Sanders Peirce's semiotic theory is commonly called the "Grand Theory" because of its comprehensive nature. It provides a structural explanation of all signs, with Peirce aiming to find the basic elements of signals and unify them into a unified structure (Atkin, 2013). Peirce devised the triangular theory of meaning as a means of ascertaining the significance of a sign. This theory consists of three elements: the sign itself, the object it represents, and the interpretant, which is the understanding or interpretation of the sign. A sign can take the form of a word, with the object being something that the sign represents, and the interpretant being the mental representation of the sign in one's mind. Peirce argued that examining the fundamental nature of signs would reveal that each sign is influenced by the object in question (Atkin, 2013).occurrence of pregnancy outside of marriage.

First, when we refer to a sign as an icon, we are essentially describing its inherent nature. Secondly, a sign is considered an index when it becomes a tangible reality and its existence is associated with a specific object. Furthermore, when we refer to a sign as a symbol, there is a clear anticipation that the sign will be understood as a literal object due

to our habitual practices (Atkin, 2013). Based on Charles Sanders Pierce's semiotic theory framework, the researcher determined that this video study would be analyzed using object classification based on Charles Sanders Pierce's semiotic theory.

Object categorization is further divided into three categories: icon, index, and expression. Icons are represented by characters in a film that symbolize certain functions. Indexes are sign cues that can be expressed through various forms, such as verbal and nonverbal messages conveyed by characters and characters. Finally, symbols function as markers in a scene, allowing for interpretation based on community tradition or mutual agreement.

The film that is the author's concern for this analytical research is the Web Series film "Little Mom" which is an Indonesian film that carries the theme of unwanted pregnancy or pregnancy outside of marriage, consisting of 12 episodes. In this study, the focus of reading the meaning of signs and signifiers will be seen in the context of moral meaning which is the main message in the Web Series movie "Little Mom".

The film tells Naura, played by Natasha Wilona, realizing that she is between two bodies. Naura is currently still at a young age, namely at the age of 16. But she is already pregnant. Whose offspring is now developing in Naura's womb? In the past, Naura had a romance with Yuda (Teuku Rassya). It was difficult for Naura to resist temptation, given Yuda's high level of popularity among her friends. In Little Mom's synopsis, Naura, who is in a state of disbelief, tries to hide her pregnancy. Even so, in the midst of this crucial situation, Keenan (Al Ghazali) tries to approach Naura.

Keenan feels love at first sight when he arrives at her school. Keenan pursues Naura, while Yuda, who just found out about Naura's pregnancy, wants to take responsibility. Yuda is firm with his decision to marry Naura without any hesitation. His main motivation is to take on the role of father to the child growing in Naura's womb. Moreover, in the description of Little Mom, Naura explicitly rejects Yuda's advances. What is the basic reason for her refusal? Evidently, Naura remains committed to education and is determined to realize her dreams. Although forced to play the role of a young mother at the age of 16, Naura's aspirations to achieve her goals were not dashed. Even so, she remains trapped in the midst of confusing difficulties.

Meanwhile, Naura's nemesis, Celine (Elina Joerg), unexpectedly develops romantic feelings for Keenan. The scenario unfolds as Keenan and Yuda pursue Naura, while Celine pursues Keenan. Naura and Yuda have been in a long-term relationship. Their relationship evolves into a more mature one, leading to a break in their bond, which results in an unwanted pregnancy for Naura and Yuda. During their courtship, Yuda promised Naura that he would not leave her. But in fact Yuda obeyed his parents' wishes

and moved to Japan. In a state of despair, Naura thought of committing suicide while planning to jump off a bridge.

This research is important because the moral message conveyed by the signs is the need for Sex Education. Sexuality is a fundamental aspect of human existence. Sexuality not only includes reproductive functions but also intersects with issues of tradition, religion, artistic expression, ethics, and legal frameworks. Sex education is an effort to educate, raise awareness, and provide knowledge about sexual issues to young people after they have reached a level of understanding regarding topics such as sex, instinct, and marriage (McNeely & Blanchard, 2009).

The impact of the Web Series movie "Little Mom" on the audience is that I was really fascinated by the beauty of the filming location in Bali. In addition, the school uniforms used are also very different from school uniforms in general. The difference is in women's clothing, namely the use of skirts whose length is shorter than knee-length. This choice of clothing has a significant influence on teenagers, especially those who are still in school, because they tend to imitate the style.

Visual scenes in the Web Series movie "Little Mom" that deviate related to morals are the scene where Yuda and Naura kiss and will have sex, the scene of Naura giving birth accompanied by her mother and the wedding scene between Yuda and Naura.

Data from the Central Statistics Agency (BPS) shows that 33.76% of the youth population in Indonesia is projected to marry for the first time between the ages of 19 and 21 by 2022. About 27.07% of teenagers in the country will marry for the first time at the ages of 22 and 24. In addition, 19.24% of teenagers marry for the first time at the ages of 16 and 18.

Specifically, 35.21% of male adolescents first married at the age of 22 to 24. About 30.52% of adolescent boys got married for the first time at the age of 25 to 30. Meanwhile, 37.27% of adolescent girls experienced their first marriage between the ages of 19 and 21. Furthermore, 26.48% of adolescent girls had their first marriage between the ages of 16 and 18 years.

The sociological phenomenon of early marriage that occurs in several regions in Indonesia is largely caused by the sexual behavior of adolescents who have premarital sexual intercourse, leading to early marriage. In addition, society still upholds social and cultural expectations that consider women aged 16 years old to be mature enough to get married. Upon reaching a certain age, parents become very concerned that their child will be stigmatized in society as an unmarried woman, and as a result, will be subject to ridicule as an old maid.


Methodology

The research methodology used is descriptive qualitative using a semiotic analysis approach. Semiotic analysis is a technique used to examine and give significance to various forms of communication, such as texts, symbols, and signs. It can be applied to mass media sources such as news, television shows, and movies, as well as non-mass media sources such as paintings and sculptures (Bungin, 2008). This research uses semiotic analysis techniques that serve as an alternative research method in the field of communication research.

Result and Discussion

In this chapter, research is conducted on the semiotic analysis of the Little Mom Web Series Film, which will be analyzed with Charles Sanders Peirce Semiotic Analysis. The chapter will also be the core of the research on the Little Mom Web Series Film, which contains various conclusions related to social criticism. Utilizing the data obtained from the research discussed in the previous chapter, the researcher begins the representation process by identifying the symbols in the screenplay through the discovery of interesting elements. Meanings that aligned with the interests of the goal were utilized, disregarding other indicators. Next, modifying the central depiction of ethical lessons in Little Mom Web Series films. The core moral themes of the Little Mom Web Series revolve around cultivating an attitude of gratitude, patience, respect, and sharing. The meaning of the 50 moral teachings in the Little Mom Web Series movie is effectively unraveled, including:

Table 1. Scene 1

Tanda (Sign)

(Eps 1, minute to 15.09)



(Eps 1, minute to 17.29)

Objek (Object)

Scene 1: In a medium shot, the character Yuda and the character Naura are returning home after having fun. They arrive at night in the middle of heavy rain, and Yuda finally returns home.

Scene 2: Depicts Yuda and Naura in her room chatting, exchanging jokes, and giving each other gifts. At that moment, Yuda expresses his deep affection for Naura.

Interpretant

Witness the obvious joy of the young couple as they engage in light-hearted banter inside Yuda's uninhabited residence. After the adult act, Naura's face shows signs of anxiety and regret, signaling her remorse for the choices she made. The impact of her actions will have a negative impact on us. It may even cause the friend to develop negative feelings towards her or a desire to distance themselves from her.

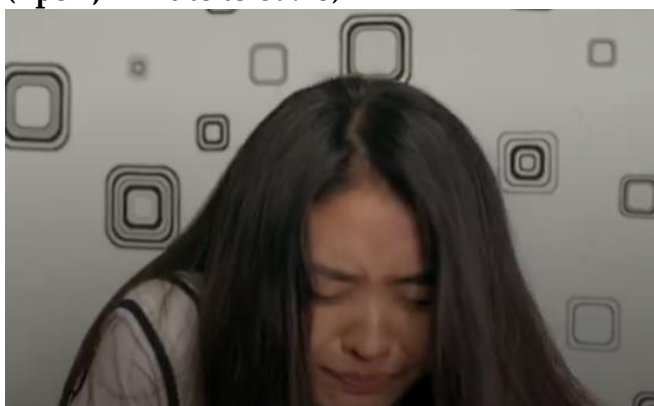
Based on the author's analysis, the moral message seen is that don't consider the repercussions when engaging in behavior that goes beyond acceptable limits. Naura's regret is seen from the beginning of the scene following their involvement in the adult act. This shows that Naura and Yuda's actions are impulsive and lack forethought, and do not consider the impact that may occur in the future. Naura, who aspires to be an obstetrician, is different from Bima, who aspires to be a professional basketball player at school and is open to the possibility of committing wrong behavior. The film director's aim is to communicate the idea that offenses can be committed by individuals regardless of their level of intelligence. As long as there is a strong desire and favorable circumstances for them to perform the behavior. Although Naura has a close family background, there is still a possibility for Naura to commit wrongdoing if there is no adequate supervision.

Table 2. Scene 2

Tanda (Sign)



(Eps 1, minute to 39.18)



(Eps 1, minute to 37.57)

Objek (Object)

Scene 1: In a medium shot scene, Naura's character is depicted studying at school. While talking about pregnancy, Naura suddenly worries that she might be pregnant because she feels unwell and experiences nausea.

Scene 2: Naura feels a strange sensation inside her, accompanied by nausea. Next, she took a test and the results showed a positive result.

Interpretant

It turned out that she experienced an unusual sensation in her stomach and felt nauseous, similar to pregnancy symptoms. At that time, Naura went straight to the bathroom and felt a nauseous sensation like catching a cold. When I checked my urine, I found two blue lines indicating that Naura was pregnant. The impact of his actions will have a bad impact on us. It can also reinforce the friend's negative qualities towards her or even trigger the urge to distance oneself from her.

The events shown convey a moral lesson that the concerns arising from one's behavior foster a growing sense of suspicion between individuals in a friendship. Naura and Yuda's regrets continue due to lack of communication, apathy, anxiety, and even fear

of each other. Naura and Yuda's actions not only affect themselves, but also affect their family, school, and even Naura's reproductive system.

Table 3. Scene 3

Tanda (Sign)



(Eps 3, minute to 11.56)



(Eps 2, minute to 23.00)



(Eps 2, minute to 21.23)

Objek (Object)

Scene 1: Naura's character in a series of medium shots thinks about committing suicide by jumping into the water, trying to escape and end all the problems that have happened to her.

Scene 2: Naura wants to abort her pregnancy by going to a traditional birth attendant.

Scene 3: shows Naura trying to take medicine to abort her pregnancy.

Interpretant

The lack of accountability for the unnatural act was apparent, leading to the desire to engage in self-harming activities, and Naura even thought of various ways to end her pregnancy. She sought medical interventions, such as taking medication or consulting a midwife, to end her pregnancy. However, all her efforts proved futile as none of her actions came to fruition.

The situation shown provides a moral lesson that our emotions and thoughts can no longer be controlled resulting in negative manifestations such as suicidal thoughts. Similar to the situation depicted in the picture above, if a woman becomes pregnant out of wedlock, she can use any means or ways to end her pregnancy.

A confused Naura attempted to take a shortcut by thinking of suicide and considering abortion. However, Naura ultimately did not have the determination to follow through with these actions and was still unsure of how to handle her pregnancy. This shows that they did not consider the consequences or implications of engaging in these adult activities beforehand. Parents, upon learning of their children's actions, felt astonished, shocked, sad, and regretful. They considered themselves unsuccessful in fulfilling their role as effective educators of their children. This is due to the lack of supervision of their children, who are often preoccupied with their professional responsibilities. Therefore, the filmmakers effectively communicated the importance of parental supervision of children. In Islam, dating is strictly forbidden as it is closely related to adultery.

Table 4. Scene 4

Tanda (Sign)



(Eps 2, minute to 42.26)



(Eps 2, minute to 44.35)

Objek (Object)

Scene 1: In the medium scenario, Naura's parents find out that their daughter is pregnant, which ultimately leads to their disappointment and anger towards Naura for betraying her father's trust.

Scene 2: It is revealed that Naura's parents found out about her child's pregnancy, Naura's father becomes angry and physically attacks Yuda when he tries to talk to him.

Interpretant

Apparently Naura's parents found out that their daughter was pregnant outside of marriage and felt deep disappointment. The child they have been proud of, apparently has embarrassed his father's extended family. As a result, the father became angry and did not accept that his son was pregnant without being legally married. Furthermore, the parents ask Yuda, Naura's lover, to assume responsibility, warning that failure to do so will result in being arrested and taken to the police station. This scene also depicts the father's disappointment as the head of the family for his inability to maintain his family's good name. Naura's father recognizes his failure as a parent and expresses his sadness by expressing his desire to expel Naura from the family in order to hide her pregnancy.

The scene conveys a moral lesson that highlights how the disappointment of a father and his family can have negative consequences, including deep emotional distress and stunted personal growth due to the shame caused by their child's actions. Regardless of how much a father cares for his child, it holds great value in the child's life. If the parents

feel angry, it indicates that the mistake the child has made is very grievous and has gone beyond acceptable limits.

From the scene shown by Naura's parents. Although both parents are very disappointed with Naura, they actually love and are always beside Naura with the caring attitude shown. Parents must be responsible by providing solutions when their children are in trouble can be exemplified from Naura's parents by providing home schooling so that Naura can continue her education to achieve her dreams as a doctor. But time is always running and Naura's womb is also getting bigger. The relationship between social responsibility attitudes and character building here is the firm attitude shown by Naura's parents who punish Naura but then provide solutions to Naura's problems. In character education, the social attitude of responsibility is needed as an attitude that always forgives mistakes so that he can also not repeat mistakes and become better.

Table 5. Scene 5

Tanda (Sign)



(Eps 8, minute to 04.17)



(Eps 10, minute to 10.44)

Objek (Object)

Scene 1: With a medium shot of Naura giving birth accompanied by a mother.

Scene 2: shows Naura's character being teased by her friends because

there is a little mom who is taking the baby for a walk without the baby's father.

Interpretant

It is clear that being a young unmarried mother, especially when pregnant, has its challenges. Naura suddenly met her friend while taking her baby for a walk, and unfortunately she became the target of ridicule because her child did not have a father. Even so, Naura continues to take care of her child even though she is only financed by her parents. Although there are many obstacles and challenges, happiness will definitely be achieved. Being a young mother with a child from a previous marriage is a challenging task.

From the scene above, the moral message that can be seen is the hard work of a young mother to maintain her pregnancy until giving birth, even without a father figure. In this scene, it is almost the same as the previous scene, the attitude of social responsibility is shown by Naura's parents. The attitude shown here is still about caring and taking responsibility for one's problems and mistakes. Until the delivery process, Naura's parents also accompanied her. Naura's parents kept this birth a secret so that Naura could still go to school like her other friends and the child who had been born by Naura was raised by Naura's parents. The relationship between the attitude of social responsibility and character building here is the firm attitude shown by Naura's parents who punished Naura but then provided a solution to Naura's problem. In character education, this social responsibility attitude is needed as an attitude that always forgives mistakes so that he can also not repeat mistakes and get better. In the picture above shows the bullying scene, where Celine and her friends. This is not good behavior shown in the scene of children bullying.

Discussion

Indeed, movies play an important role in capturing the evolving reality of society and displaying it on screen. The Web Series movie "Little Mom" depicts casual sexual relationships among teenagers or high school students through the signals displayed in the scenes.

Furthermore, the movie actively shapes and displays reality by adhering to regulations, agreements, and state ideologies. However, the depiction of reality shown in the movie is not an accurate representation of the actual reality; instead, it is merely a simulation of ordinary existence. In order to have meaning as learning. Ultimately, the images convey a moral message. The selection procedure ensures that the movie only

includes important realities that contribute to the construction of the narrative. There are several forms of moral messages contained in this Little Mom Web Series:

1. Moral messages related to wisdom are found in Scene 1 of episode 1, don't do things out of bounds, think about the consequences. Religious teachings often disapprove of relationships that occur outside the institution of marriage. Indeed, these actions also go against the norms of society. When you have aspirations to do anything beyond your means, keep in mind the consequential impact that will occur.
2. Moral messages related to responsibility are found in scene 2 and scene 3, namely, taking responsibility for mistakes and not intending to terminate the pregnancy. Naura's pregnancy in this movie puts her and her family under significant social and personal pressure. Wherever she goes, she is insulted and avoided by everyone, especially her friends. Upon learning this information, they begin to mock and ridicule her. Naura's father even looked down on men who refused to take responsibility for their offspring. Nonetheless, although she wanted to terminate the pregnancy, she thought that if her attempts to have an abortion were unsuccessful, she would fully devote herself to raising her child. Naura recognized her mistake and intended to correct it. Today, many teenagers terminate their pregnancies because of their desire to avoid the social ridicule and stigma associated with being unmarried and pregnant. Committing adultery is a grave mistake, and having an abortion is a much more serious offense, as it is considered a grave sin.
3. The moral message relating to filial piety in scene 4 shows that families play an important role in providing assistance to children who are trapped in self-development efforts, instead of abandoning them. Naura made a big mistake that greatly impacted her family, causing them grief because their only offspring could possibly conceive a child out of wedlock. Whatever the circumstances, Naura's family realized that they could not let Naura face this important issue alone, regardless of how severe her misdeeds were. Naura got help from her parents to ensure that she did not have to face this difficult time alone. Naura was lucky to get a second chance, provided she admitted her mistakes and committed to making positive changes.
4. The moral message related to wisdom is found in scene 5, namely, the general public is advised not to discriminate, because this can have a negative impact on the psychological well-being of the person who commits discriminatory behavior. The movie shows that mocking or belittling people who make mistakes can exacerbate their feelings of sadness, potentially causing some people to contemplate suicide. Of course, this approach will not be effective in solving this kind of problem. It is important to

provide assistance in facilitating positive development and encouraging individuals to take action.

5. The moral message related to affection in scene 1 is that a real man will embrace and appreciate his partner, not sacrifice his dignity for the sake of momentary desire.

This movie depicts two male individuals who have a strong relationship with Naura. Yuda is a figure who is very dear to Naura, but he accidentally impregnates Naura and neglects his obligations afterwards. In contrast, Keenan loves Naura very much and always provides endless support, to the point of wanting to marry Naura and together raise the child to adulthood. Although not the culprit. A virtuous man will show respect for his female partner and refrain from exploiting her.

From the explanation above, the moral message in the Little Mom Web Series movie can be seen from several teachings or instructions to us, how we should always think about the risks before acting, think before we want to do something, the importance of sex education, having the courage to take responsibility for what we have done, and the role of parents is very necessary if something like in the Little Mom Web Series movie happens.

The most dominant moral message in the Little Mom Web Series movie is Naura's struggle to become a pregnant mother at a young age, her parents who are always by her side, and in the end Yuda who does something and wants to be a responsible mother. And also this movie gives an idea to the community, especially teenagers, how important sex education is and anything that is negative, namely having sex prematurely, will have a very bad impact on all parties.

Conclusion

Based on the results of research and analysis conducted on the moral lessons conveyed in 5 scenes of the Little Mom Web Series film, the researcher concludes that the themes taken are regret, struggle, prayer, sacrifice, responsibility, effort, hard work, and present life guidelines. The moral lesson conveyed in the Little Mom Web Series movie is to refrain from going beyond one's ability and to consider the impact of one's actions. It emphasizes the importance of taking responsibility for one's mistakes, such as terminating a pregnancy, and highlights the importance of family dynamics. Situations like the one depicted in the Little Mom Web Series movie should happen, as a society we should avoid discrimination as it can have a psychological impact on the perpetrator. The main moral

message conveyed is that a real man will embrace and respect his partner, not sacrifice his dignity for temporary desires.

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