ABSTRACT

**Ethical Messages in the Cinema**
*(An Analysis Of Hermeneutics In The Cinema Uang Rujak Emak, Kertas Si Omas, and Cerita Kami)*

**By**

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The Purpose of this research is knowing and explaining the message of individual ethics, messages structural ethics, and messages of social ethics contained in the Money Rujak Emak, Paper Si Omas, and Our Story Film. This study uses Hermeneutics theory. The third film was produced by Republic Indonesian Supreme Audit Agency (BPK – RI). This film purpose to educate the public to understand that there are rules relating to the delivery of Hajj, educate in order not to use the culture of shortcuts to achieve the goal, and educate the public that the public may be the regulatory use the funds. The results of this research indicate the existence of messages individual ethics are obedient to parents, hardworking, persistence, optimistic, sincere, surrender to God, regret, do not repeat the mistake, critical, independent, and confident. Message social ethics are patience, care to parents, caring for one another, unity, and helping others. Messages structural ethics are adherence to the rules, responsibility, and honesty.

*Keywords : Film, Messages, Ethical*