

## **ABSTRACT**

### **DISCOURSE MORAL MESSAGES IN FILM**

**(Critical Discourse Analysis Model Teun A Van Dijk Against Moral Messages In Film JOKOWI)**

**By**

**YAZID ABDULLAH**

Film is one of the many results of development of communication technology, one of its advantages is being able to combine the two elements, namely audio (sound) visual (picture) so no wonder the film became the most demanding public media until today. In the political perspective of the film is not always linked as a means of entertainment and commercial alone, but more often seen as agents in spreading the idea of the author (film maker). Films considered to be important because it is able to bring individual subjectivity. In the face of Presidential election in 2014, many ways in which political contestants to introduce themselves, creating a positive assessment, as well as get sympathy from the audience in order to influence public support. An objective in this study was to determine the meaning of the moral message contained in the film jokowi. This study using critical paradigm with a qualitative approach through the method of discourse analysis Teun A. Van Dijk model. The results of this research shows that moral message presented in the film is the formation of a positive image jokowi Joko Widodo owns the building in which the discourse is structured , there are also elements of coherence between the theme with each other.

**Keywords: Moral Messages, JOKOWI Film, Critical Discourse.**