

Simbol ular putih dalam film The Sorcerer and The White Snake (白蛇传; Baishe Chuanshuo) : Sebuah kajian semiotik = Symbol of white snake character in The Sorcerer and The White Snake (白蛇传; Baishe Chuanshuo) film : A study semiotic

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Abstrak

ABSTRAK
Film adalah salah satu dari banyak sarana komunikasi masyarakat yang digunakan untuk

menyampaikan pesan melalui simbol-simbol yang ada di dalam film. Film juga sering dijadikan sebagai sarana untuk melestarikan budaya, legenda, dan mitologi yang dimiliki dan dipercayai oleh masyarakat tertentu. Film The Sorcerer and The White Snake adalah salah satu film yang menjadi visualisasi dari legenda ular putih yang ceritanya telah begitu terkenal, baik di kalangan orang Cina hingga orang luar Cina. Melalui pendekatan semiotik, penulisan jurnal ini bermaksud untuk menjelaskan dan menganalisis simbol tokoh ular putih yang merupakan tokoh utama dalam film ini dan kaitannya dengan mitologi dan kepercayaan Cina.

ABSTRACT
Film is one of the mediums of society communication to deliver messages through symbols

that be present in a movie scene. Film is also often made as a medium to preserve and conserve culture, legend, and mythology that certain society believed. The Sorcerer and The White Snake film is one of films that being a visualization from white snake legend which story is so famous, both in Chinese or non Chinese. Through a semiotic approach, this journal aims to explain and analyze the symbol of white snake character who being a main character of this film and its relevancy to Chinese's mythology and belief. ;Film is one of the mediums of society communication to deliver messages through symbols

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