

# ABSTRACT

## **Delivering the Message of Reminiscence: A Semiotic Study on Mexican Culture-related Symbols in *Coco* (2017)**

**Vania Jolie Chrestella, Universitas Ma Chung**

**Advisors: Lilis Lestari Wilujeng S.S., M.Hum., F.X. Dono Sunardi, M.A.**

According to semiotic theories, symbols can be in the form of anything and may represent everything. Particularly in a movie, symbols are frequently featured throughout the scenes as the ‘language of film’ that aims to deliver certain message to the audience. In this study, the writer analyzes *Coco* movie which is rich for symbols, related to the culture of *Día de los Muertos* (The Day of the Dead). Several theories such as Peirce’s Trichotomy Theory, Mise-en-Scène analysis, and other resources related to symbols and film are used in order to complete this study. There are 20 Mexican culture-related symbols found in *Coco*, occur as visual and audible things. Further, the writer discovered that 8 out of the 20 symbols are proven to deliver reminiscence message. In this respect, three kinds of reminiscence message are communicated, classified as informative and the combination of informative-evaluative as well as evaluative-obsessive reminiscence. At the end of the research, the writer correlate the reminiscence message found with the hidden intention of *Coco*. The writer eventually concludes that the Mexican culture-related symbols featured in the movie are meant for two reasons. First, to introduce *Día de los Muertos* culture to the outsiders. Second, to teach the audience about the importance of reminiscence so the deceased loved ones’ memories are timeless for generations.

Key Terms: *semiotic, symbol, Peirce’s trichotomy theory, Día de los Muertos, culture, reminiscence, message, mise-en-scène, Coco (2017).*