

ABSTRAK

Nur Hasnawiyah. Representasi Heroisme dan Pengorbanan Keluarga Ubuyashiki Episode Terakhir *Demon Slayer* Season 4 (Analisis Semiotika Roland Barthes), dibimbing oleh Ahmad Syarif dan Ilham Riyadi

Anime sebagai media komunikasi massa tidak hanya berfungsi sebagai sarana hiburan, tetapi juga sebagai medium penyampai nilai moral dan budaya melalui simbol visual serta narasi yang dibangun. Penelitian ini bertujuan untuk menganalisis representasi heroisme dan pengorbanan keluarga Ubuyashiki dalam episode terakhir anime *Demon Slayer: Kimetsu no Yaiba* Season 4 dengan menggunakan pendekatan semiotika Roland Barthes. Penelitian ini menggunakan metode kualitatif dengan pendekatan deskriptif. Data diperoleh melalui observasi terhadap adegan-adegan terpilih, dokumentasi visual berupa tangkapan layar, wawancara, dan studi pustaka, kemudian dianalisis melalui tahapan pemaknaan denotasi, konotasi, dan mitos.

Hasil penelitian menunjukkan bahwa heroisme dan pengorbanan keluarga Ubuyashiki direpresentasikan melalui lima adegan utama yang mencerminkan nilai tanggung jawab moral, rela berjuang, rela berkorban, pantang menyerah, serta berjiwa pembaharu. Pada tingkat denotasi, makna ditampilkan melalui tindakan, dialog, dan kondisi fisik tokoh. Pada tingkat konotasi, adegan-adegan tersebut mengandung makna ketulusan, kepemimpinan, dan pengabdian demi tujuan yang lebih besar. Sementara itu, pada tingkat mitos, pengorbanan keluarga Ubuyashiki merepresentasikan ideologi kepahlawanan dalam budaya Jepang yang menekankan kehormatan, pengabdian, dan kepentingan kolektif di atas kepentingan individu. Penelitian ini menegaskan bahwa *Demon Slayer* membangun makna heroisme dan pengorbanan melalui sistem tanda yang kuat dan sarat nilai budaya, sehingga relevan dikaji dalam kajian komunikasi dan budaya populer.

Kata kunci: Semiotika, Roland Barthes, Heroisme, Pengorbanan, Demon Slayer

ABSTRACT

Nur Hasnawiyah. *The Representation of Heroism and Sacrifice of the Ubuyashiki Family in the Final Episode of Demon Slayer Season 4 (Roland Barthes' Semiotic Analysis)*, supervised by Ahmad Syarif and Ilham Riyadi.

Anime as a form of mass communication media does not only function as a means of entertainment, but also serves as a medium for conveying moral and cultural values through visual symbols and constructed narratives. This study aims to analyze the representation of heroism and sacrifice of the Ubuyashiki family in the final episode of the anime *Demon Slayer: Kimetsu no Yaiba* Season 4 by using Roland Barthes' semiotic approach. This research employs a qualitative method with a descriptive approach. The data were obtained through observation of selected scenes, visual documentation in the form of screenshots, interviews, and literature studies, which were then analyzed through the stages of denotation, connotation, and myth.

The results of the study indicate that the heroism and sacrifice of the Ubuyashiki family are represented through five main scenes that reflect the values of moral responsibility, willingness to struggle, willingness to sacrifice, perseverance, and a reformatory spirit. At the level of denotation, meaning is presented through the characters' actions, dialogue, and physical conditions. At the level of connotation, these scenes contain meanings of sincerity, leadership, and devotion to a greater purpose. Meanwhile, at the level of myth, the sacrifice of the Ubuyashiki family represents the ideology of heroism in Japanese culture, which emphasizes honor, devotion, and collective interests over individual interests. This study confirms that *Demon Slayer* constructs the meaning of heroism and sacrifice through a strong system of signs rich in cultural values, making it relevant to be examined in communication studies and popular culture studies.

Keywords: Semiotics, Roland Barthes, Heroism, Sacrifice, Demon Slayer