

**A SEMIOTIC ANALYSIS OF “THE SCHOOL FOR GOOD AND EVIL” FILM  
USING ROLAND BARTHES THEORY**



**An Undergraduate Thesis**

**Submitted as a partial fulfillment of the requirements**

**for *Sarjana Sastra* Degree**

**Dhimas Gustian Ariesandi**

**1809010025**

**ENGLISH LITERATURE STUDY PROGRAM**

**FACULTY OF CULTURAL SCIENCES AND COMMUNICATION**

**UNIVERSITAS MUHAMMADIYAH PURWOKERTO**

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**APPROVAL SHEET**

This is to certify that this undergruating paper entitled **SEMIOTIC ANALYSIS OF "THE SCHOOL FOR GOOD AND EVIL" FILM USING ROLAND BARTHES THEORY** by **Dhimas Gustian Ariesandi** has been approved by the advisor and the Head of the English Department to be examined by the Board of Examiners.

Purwokerto, 14 August 2025

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**An Undergraduate Thesis**

**by**

**Dhimas Gustian Ariesandi**

**1809010025**

**has been examined and approved by the Board of Examiners as one of the requirements for Sarjana Sastra degree on 14 August 2025**

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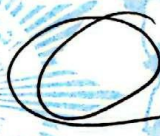
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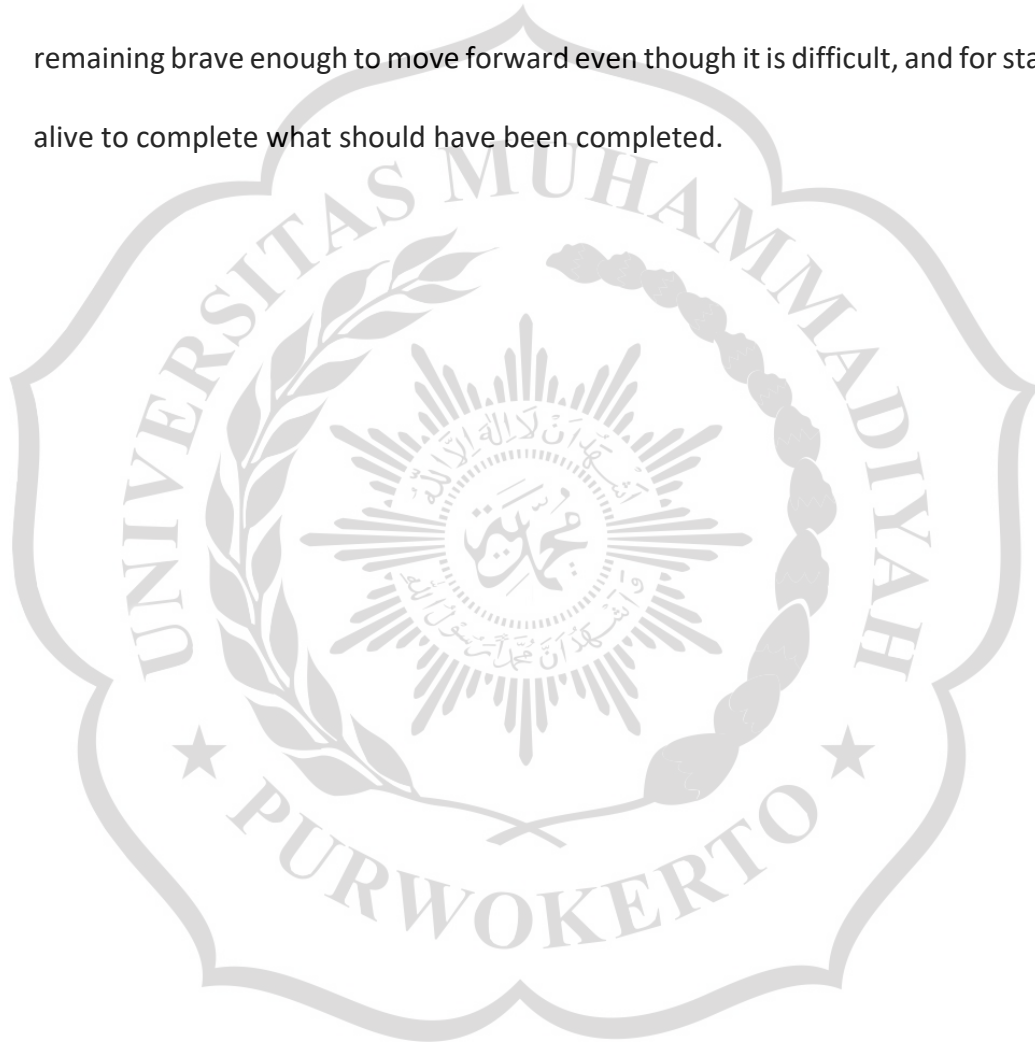
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## DEDICATION

I dedicate this thesis to my family who has truly supported me throughout my studies, to my friends who have given me input, shared laughter, and gone through the same difficult phase, and also to my loved ones who have provided all forms of support and motivation in completing this education, and to myself for remaining brave enough to move forward even though it is difficult, and for staying alive to complete what should have been completed.



## ACKNOWLEDGEMENTS

First and foremost, I would like to express my deepest gratitude to God Almighty for granting me the strength, patience, and clarity of mind to complete this undergraduate thesis. I would also like to extend my sincere appreciation to my academic advisor, Ma'am Titik Wahyuningsih, S.S., M.Hum., for her invaluable guidance, encouragement, and constructive feedback throughout the research process. Your support has been essential to the completion of this work.

My heartfelt thanks go to all the lecturers and staff in the English Department of Universitas Muhammadiyah Purwokerto who have contributed greatly to my academic journey over the past years. To my beloved parents and family, thank you for your endless love, unwavering support, and prayers. Your belief in me has been a constant source of motivation. I am also grateful to my friends and classmates who have shared both the struggles and joys of this academic journey with me. Your companionship has made the experience memorable and meaningful.

Last but not least, I would like to thank everyone who, directly or indirectly, has supported me during the writing of this thesis. Your presence, encouragement, and kindness have meant more than words can say.

## ABSTRACT

**Ariesandi, Dhimas G. 1809010025. Wahyuningsih, T. 2025 : Semiotic Analysis of Social Class in “The School for Good and Evil” Film Using Roland Barthes Theory. Undergraduate Thesis for Sarjana Degree, English Literature, Faculty of Cultural Sciences and Communication, Universitas Muhammadiyah Purwokerto.**

This research explores the representation of social class in the film “*The School for Good and Evil*” through a semiotic analysis based on Roland Barthes’ theory. The study aims to uncover how visual signs such as costume, makeup, setting, gesture, and character design are used to construct ideological meanings of “Good” and “Evil” within the narrative. Using Barthes’ concepts of denotation, connotation, and myth, this research analyzes 20 selected scenes that visually represent characters from both the Good and Evil sides. The findings reveal that the label “Good” is consistently associated with signs of wealth, beauty, refinement, and conformity, which connotes upper class femininity and moral superiority. Conversely, the “Evil” side is represented through dark tones, asymmetry, rebellion, and individualism, which connotes social deviance and emotional intensity. These signs do not merely reflect personal morality, but rather serve to reinforce social class structures and dominant ideologies about power, gender, and beauty. The study concludes that the binary of “Good” and “Evil” in the film is not a reflection of true ethical values, but a system of signs that constructs mythologies aligning morality with elite aesthetics and punishing those who deviate from social norms.

**Keywords:** Ideology, Representation, Roland Barthes, Semiotic Analysis, The School for Good and Evil.

## INTISARI

**Ariesandi, Dhimas G. 1809010025 Wahyuningsih, T. 2025 : Semiotic Analysis of Social Class in “The School for Good and Evil” Film Using Roland Barthes Theory. Undergraduate Thesis for Sarjana Degree, English Literature, Faculty of Cultural Sciences and Communication, Universitas Muhammadiyah Purwokerto.**

Penelitian ini bertujuan untuk menganalisis representasi kelas sosial dalam film “The School for Good and Evil” melalui pendekatan semiotika Roland Barthes. Fokus utama penelitian ini adalah untuk mengungkap bagaimana tanda-tanda visual seperti kostum, tata rias, setting, gestur, dan desain karakter digunakan untuk membangun makna ideologis tentang konsep “Good” dan “Evil.” Dengan menggunakan konsep Barthes tentang denotasi, konotasi, dan mitos, penulis menganalisis 20 cuplikan adegan dalam film tersebut. Hasil analisis menunjukkan bahwa representasi “Good” dalam film ini sering dikaitkan dengan kekayaan, kecantikan, keanggunan, dan kepatuhan terhadap norma kelas atas, sementara sisi “Evil” digambarkan melalui warna gelap, ekspresi individualis, ketidakteraturan, dan pemberontakan terhadap standar sosial. Tanda-tanda ini membentuk mitos bahwa kebaikan identik dengan kemewahan dan konformitas, sedangkan kejahatan muncul dari ketidaksesuaian terhadap norma estetika dan sosial. Dengan demikian, film ini secara tidak langsung mereproduksi ideologi yang mengaitkan moralitas dengan kelas sosial dan penampilan fisik.

**Kata Kunci:** Analisis Semiotika, Ideologi, Representasi, Roland Barthes, The School for Good and Evil.

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