

**ANALYSIS OF THE CHARACTERISTICS OF BU PRANI IN THE FILM
“BUDI PEKERTI” BY WREGAS BHANUTEJA**



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Submitted as one of the requirements to obtain Sarjana Ilmu Komunikasi

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Abstract

This study aims to analyze the construction of Bu Prani's character in the film Budi Pekerti through dialogue, expressions, and visual signs. Using qualitative semiotic methods, the study examines key scenes that represent the character's psychological, moral, and social dynamics. The results show that dialogue emphasizes moral principles as well as emotional vulnerability, expressions strengthen nonverbal psychological meanings, and visual signs function as symbols of inner conditions. These findings reveal Bu Prani's moral complexity as an educator and mother, who faces ethical dilemmas, social pressures, and personal conflicts. In conclusion, Budi Pekerti presents a multidimensional character and at the same time social criticism.

Keywords: Budi Pekerti Film, semiotics, dialogue, expression, visual signs, character, moral complexity

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