



## Analysis Semiotic of the Movie *Siksa Neraka* By Anggy Umbara (Semiotic Analysis of Charles Sanders Peirce)

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### ABSTRACT

The film can be used in preaching. This research aims to analyze the preaching messages in the movie "Siksa Neraka" by Anggy Umbara using Charles Sanders Peirce's semiotic approach. The research method used is qualitative. Data were analyzed through three main components: sign, object, and interpretant. The analysis results show that the film "Siksa Neraka" conveys various important preaching messages through visual symbolism and dialogue between characters. Some identified preaching messages include prohibitions against speaking harshly to parents, delaying prayers, inviting and committing sinful acts, committing adultery, cheating, gambling, slandering, and committing suicide. This film effectively conveys preaching values through the use of meaningful signs that can influence viewers to reflect on and improve their behavior. This research reveals how the film conveys moral messages and emphasizes the importance of visual media in educating and spreading religious values.

Keywords: Dakwah, Movie, Punishment, Hell

### ABSTRAK

Penelitian ini berhubungan dengan film yang berkaitan dengan film horror. Selain musik film juga bisa digunakan dalam dakwah, Penelitian ini bertujuan untuk menganalisis pesan dakwah dalam film "Siksa Neraka" karya Anggy Umbara. menggunakan pendekatan semiotika Charles Sanders Peirce. Metode penelitian yang digunakan adalah kualitatif. Data dianalisis melalui tiga komponen utama yaitu sign, objek, interpretant. Hasil analisis menunjukkan bahwa film Siksa Neraka menyampaikan berbagai pesan dakwah penting melalui simbolisme visual dan dialog antar karakter. Beberapa pesan dakwah yang teridentifikasi meliputi larangan berkata kasar kepada orang tua, larangan menunda shalat, larangan mengajak dan berbuat maksiat, larangan berzina, menipu, dan berjudi, larangan memfitnah, serta larangan bunuh diri. Film ini menyampaikan nilai-nilai dakwah secara efektif melalui penggunaan tanda-tanda yang kaya akan makna dan mampu mempengaruhi penonton untuk merenungkan dan memperbaiki perilaku mereka. Penelitian ini tidak hanya mengungkap cara film menyampaikan pesan moral, tetapi juga menekankan pentingnya media visual dalam mendidik dan menyebarkan nilai-nilai agama.

Kata Kunci: Dakwah, Film, Siksa, Neraka.

### INTRODUCTION

Communication is the process of exchanging information, ideas, thoughts, or feelings between two or more parties through symbols, signs, or behaviors. The main purpose of communication is to reach a common understanding and connect people, both

verbally and nonverbally. Communication can take many forms, such as oral, written, visual, and digital. Da'wah is the conscious process of spreading the teachings of Islam and encouraging others to practice those teachings. It aims to strengthen religious understanding and change people's views, attitudes, and behavior by the guidance of Sharia to achieve happiness in this world and the hereafter.<sup>1</sup>

Among the media that can be used in preaching is using movies as a medium for preaching. A movie is a work of art that involves character actors. As a work of art, movies have the creative ability to create an imaginary reality that can be compared to real reality. The development of mass technology has strengthened the position of cinema in the eyes of society and influenced the development of the film industry.<sup>2</sup>The movie "Siksa Neraka" was released on December 14, 2023. The *Siksa Neraka* movie is full of scary scenes and depicts the state of hell but behind the horror, there are various messages conveyed to the audience through the storyline presented. This movie tells the story of the fate of people who have to face retribution for bad deeds committed during their lives in the world. The interesting uniqueness of this movie is that it is adapted from MB Rahimsyah's mystery and doom comics that were popular in the 80s, which used to be the mainstay of toy traders and comic rentals. Second, the movie depicts the fate of individuals in hell with horrific scenes that aim to bring out a sense of regret and a desire to repent in the audience. Third, the sadistic and gruesome scenes in the movie are rendered using CGI (Computer Generated Imagery) technology, creating real-looking visuals of torture. In the narrative of this movie, the audience is presented with the story of people who have to face the consequences of their actions in the afterlife. In-depth, the film depicts various forms of torture experienced by its characters as a result of the bad behavior they showed during their lifetime. Although the atmosphere of hell in this movie appears gripping, the moral messages contained create a space for reflection for the audience. This movie serves as a means to remind us of the importance of action and morality in our daily lives and the consequences we may face in the afterlife. Through the stories of torture in hell, the film warns about the importance of living a virtuous life and avoiding behavior that harms oneself and others.<sup>3</sup>

Anggy Umbara's *Siksa Neraka* is one example of a cinematic work that seeks to raise the awareness of its audience through dramatic visualization of punishment in the afterlife for sinners. In this digital era, where visuals and audio are the main means of communication, movies have great power to influence and shape people's perceptions. Thus, the messages conveyed through movies have great potential to seep into the minds and hearts of the audience.<sup>4</sup>In the context of Indonesia's religious society, the themes of hell and punishment in the afterlife have a deep resonance. The majority of Indonesians are strongly religious, and the concept of hell is often used as a moral warning. "*Siksa Neraka*" is here to remind us of the importance of religious values in our daily lives. The movie depicts the torment of hell in frightening detail, aiming to have a deterrent effect on the audience and encourage them to be more careful in their actions.

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<sup>1</sup> Faizatun Nadzifah, "Pesan Dakwah Dosen Dakwah Stain Kudus Dalam Surat Kabar Harian Radar Kudus," *At-Tabsyir: Komunikasi Penyiaran Islam* 1, no. 1 (2013): 113.

<sup>2</sup> Mubasyaroh, "Film Sebagai Media Dakwah (Sebuah Tawaran Alternatif Media Dakwah Kontemporer)," *AT-TABSYIR: Jurnal Komunikasi Penyiaran Islam* 2, no. 2 (2015): 1–16.

<sup>3</sup> Tasmin Tangngareng, I Gusti Bagus, and Al-Fiana Mahar, "Tafsir Aqidah Tentang Neraka," *JURNAL USHULUDDIN* 23 (2021): 57–67.

<sup>4</sup> Santi Purnama Sari, "Analisis Makna Visual Pada Poster Film 'Siksa Neraka,'" *Creativa Scientia* 1, no. 1 (2024): 1–16.

The use of Charles Sanders Peirce's semiotic method in analyzing this movie is very relevant to understanding the messages that want to be conveyed. Peirce divides signs into three main components: sign, object, and interpretant. These three components help decipher the meaning contained in the visual and narrative elements of the film. For example, the visualization of hell, the characters' suffering, and the presence of demonic figures can be analyzed to understand how the film depicts the consequences of sinful actions.<sup>5</sup>Based on previous research conducted<sup>6</sup> by and this research<sup>7</sup> shows that da'wah is not limited to activities in mosques or religious events; da'wah messages can also be conveyed through literary works such as films or web series. In the movie "*Siksa Neraka*" it is visible through visualizations that resemble descriptions of hell, such as fire, oceans of lava, and extreme physical suffering. These scenes show a direct connection between the sins committed by the characters in the world and the punishment they receive in the afterlife. Meanwhile, Quranic verses, prayers, and religious rituals reinforce the moral and spiritual message of the movie. By using Peirce's semiotic approach, we can dig deeper into the meaning and purpose of each element in the movie "*Siksa Neraka*". This analysis not only helps understand how the da'wah message is conveyed but also highlights the importance of film media as a tool for moral and spiritual education. Through this film, Anggy Umbara succeeded in presenting a work that is not only entertaining but also educational, reminding the audience of the importance of carrying out religious teachings and maintaining behavior in the world to avoid punishment in the afterlife.

## RESEARCH METHODS

This research uses a qualitative method with a descriptive approach to provide an in-depth explanation of certain phenomena. The focus of this research is on the analysis of da'wah messages in the movie "*Siksa Neraka*" through the semiotic analysis method. Primary data sources are video recordings that display da'wah messages in the film, while secondary data sources include written documents, movie references, internet articles, and relevant books. The data collection technique is done by written documentation which includes words, behavior, clothing, and other observed appearances from the film. Scenes related to da'wah messages were analyzed using Charles Sanders Peirce's semiotic analysis.

In the research process, the steps taken include selecting texts and images related to the da'wah message in the movie "*Siksa Neraka*". The data analysis technique used is semiotic analysis with the Charles Sanders Peirce approach, which proposes a triadic theory of meaning consisting of sign, object, and interpretant. Researchers collect information related to symbols and signs in the film, then observe, write, and analyze it using Charles Sanders Peirce's semiotic analysis. This analysis aims to gain a more substantial and comprehensive understanding of the da'wah messages in the film. The final result of this research is expected to provide an in-depth conclusion about the da'wah

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<sup>5</sup> Ursula Dwi Oktaviani et al., "Analisis Makna Tanda Ikon, Indeks, Dan Simbol Semiotika Charles Sanders Peirce Pada Film 2014 Siapa Di Atas Presiden?," *Stilistika: Jurnal Pendidikan Bahasa Dan Sastra* 15, no. 2 (2022): 293, <https://doi.org/10.30651/st.v15i2.13017>.

<sup>6</sup> Alysha K Sulistyandi and Mutrofin, "Penyampaian Pesan Dakwah Dalam Film ' Aku Tahu Kapan Kamu Mati ' Tahun 2020 (Pendekatan Analisis Semiotika)," *Jurnal Komunikasi Dan Penyiaran Islam* 5, no. 1 (2021): 8–21.

<sup>7</sup> Syabikul Khoir and Sayyidah Afyatul Masrurroh, "Analisis Semiotika Pesan Dakwah Dalam Film Jejak Langkah 2 Ulama Karya Inisiasi Kh. Salahuddin Wahid," *Spektra Komunika* 2, no. 1 (2023): 32–65, <https://doi.org/10.33752/.v2i1.3728>.

messages contained in the movie. In analyzing the film text "*Siksa Neraka*", researchers used three stages of analysis as follows:

1. Tags: text and images in movies "*Siksa Neraka*". Signs: text and images in the movie "The Torment of Hell"
2. Object: The da'wah messages contained in the sign
3. Interpretant: giving meaning and interpreting the data into narrative form.

## RESULT AND DISCUSSION

### I. Data Presentation and Analysis

#### A. Siksa Neraka Movie Synopsis

Four siblings, Saleh (Rizky Fachrel), Fajar (Kiesha Alvaro), Tyas (Ratu Sofya), and Azizah (Nayla Purnama), grew up in a religious family. Since childhood, they were familiar with stories about heaven and hell. Their parents expect their children to do good deeds that will lead them to heaven and avoid sins that could lead them to hell. Moreover, their father (Ariyo Wahab) is a respected young preacher in the village. One night, Saleh and his younger siblings secretly go to a neighboring village that requires them to cross a river. The overflowing river swept them away and they were lost. After days of searching, they are found one by one in a lifeless condition.

Later, Saleh woke up in another realm that resembled the hell his father had often told him about. There, Saleh witnesses horrific tortures such as having his tongue cut out, his hands cut off, being stung by a giant creature, and being roasted by a burning fire. On the other hand, the sins and secrets of Saleh, Fajar, Tyas, and Azizah's lives are revealed one by one, making their parents question the religious teachings they have been given. Meanwhile, in hell, Saleh and his younger siblings search for each other while facing horrific torment.<sup>8</sup>



**Figure 1. Movie Poster “Siksa Neraka”. Source: Instagram @deecompany\_official**

<sup>8</sup> Purnama Sari, “Analisis Makna Visual Pada Poster Film ‘Siksa Neraka.’”

## B. *Analysis in Semiotics by Charles Sanders Peirce*

Semiotic analysis according to Charles Sanders Peirce is an analytical method that examines signs and the process of signification (giving meaning) in communication. In analyzing the text of the film "Siksa Neraka," researchers used three stages of analysis as follows:

1. Signs: text and images in the movie "The Torment of Hell"
2. Object: The da'wah messages contained in the sign
3. Interpretant: giving meaning and interpreting the data into narrative form.



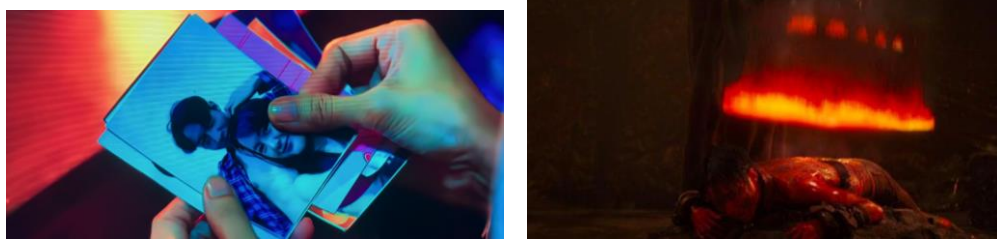
**Figure 2. Scenes that describe the message of da'wah**

In this scene, the meaning is that it is not allowed to say the word "ah" to parents as a form of disobedience and disrespect, as this can lead to severe torment in hell, such as having one's tongue cut out. This scene warns us about the importance of respecting our parents and obeying their advice, as well as illustrating the possible consequences in the afterlife of violating such teachings.



**Figure 3. Scenes that describe the message of da'wah**

In this scene, the meaning contained is a social reality where temptations and offers to commit acts that are not by religious teachings often appear in everyday life. This underscores the importance of faith and moral firmness in the face of such temptations.



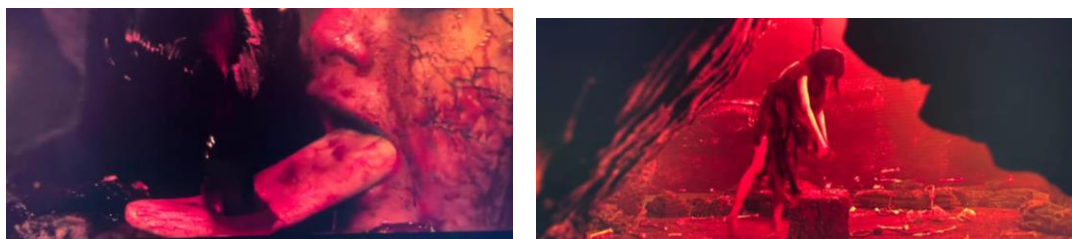
**Figure 4. Scenes that describe the message of da'wah**

In this scene, the meanings include regret and repentance, negative impact on family and reputation, and awareness of sin and its punishment. Through these signs, the da'wah message conveyed emphasizes the importance of maintaining morality and ethics, as well as encouraging the audience to live life by religious teachings, avoid sin, and understand that every action has severe consequences.



**Figure 5. Scenes that describe the message of da'wah**

In this scene, the meaning includes Saleh's deceitful behavior resulting in suffering in hell, showing that sin will receive its due reward. Saleh who deceived many people, including his family and residents, underscores the importance of integrity and responsibility in life. This da'wah message reminds the audience to live according to religious teachings, stay away from sinful deeds, and understand that every action has consequences, both in this world and in the hereafter.



**Figure 7. Scenes that describe the message of da'wah**

In this scene, the meaning includes the act of slandering has very severe consequences, both for the victim who commits suicide and for the perpetrator who is punished in hell. This emphasizes how dangerous slander is and its adverse effects. The scene in hell with Azizah whimpering and Dini suffocating depicts the suffering experienced by those who engage in sin. It shows that sinful acts bring eternal

suffering. The flashback about Dini's bracelet being kept by Azizah and the slanderous accusations from Saleh show the importance of honesty and justice. The audience is invited to always be honest and fair, and avoid actions that can harm others.

### C. *Analysis of Da'wah Messages in the Hell's Torment Movie*

#### 1. Prohibition of Saying Ah to Parents

In this section, the movie "Siksa Neraka" presents a scene that raises an important theme in Islamic teachings, namely respecting parents. In this scene, there is a mother who invites her son to perform the Asr prayer. Her son, Saleh, delays and says "ah" to his mother, which shows disrespect. As a consequence of his actions. In the scene, Saleh's tongue is cut out, which symbolizes the punishment for his disobedient actions. In Islamic teachings, respecting parents is one of the main obligations for a child. The Quran emphasizes the importance of filial piety after worshipping Allah. The concept of the word "ah" in the movie trailer illustrates that a child should obey the words of the mother and also the parents, the form of the word "ah" gives an unfavorable assumption. The filmmaker intends to provide an example that should not be experienced by children to their mothers when communicating and being ordered by parents. So let us not say that to our parents.

#### 2. Prohibition of Procrastinating Prayer

Procrastinating prayer is also an attitude that is not commendable in Islam. Prayer is a pillar of religion and an obligation that must be performed on time. In this case, a child who delays prayer not only shows an undisciplined attitude in worship but also disrespects his mother's invitation to remind him of this obligation.

The movie shows that saying "ah" to parents and delaying prayers can have negative consequences, both in this world and the hereafter. In the context of da'wah, this message reminds the audience of the importance of maintaining adab towards parents and discipline in carrying out worship. The da'wah message conveyed through this scene aims to remind Muslims to always do good to their parents and obey Allah's commands, including praying with discipline. Through the visual presentation in the movie, this message is expected to be more pervasive and have a positive influence on the audience.

#### 3. Prohibition of Inviting and Doing Immorality

In the movie *Siksa Neraka* there is a scene that illustrates the bad impact of sinful acts. Saleh invites his younger brother Fajar to sin by visiting a plus-plus massage place. This scene shows how sinful deeds bring terrible consequences in the afterlife. In hell, Fajar is depicted experiencing torture with his eyes pierced by a hot iron, while Saleh's mouth is also pierced by a hot iron.



This scene illustrates immorality, which in Islam is strictly forbidden. The plus-massage place is symbolic of a place full of adultery and sin. Inviting others, especially one's own family, to engage in immoral acts indicates a higher level of sin. The film emphasizes the importance of staying away from all forms of immorality and sin. By showing extreme torture, the audience is reminded that every action has consequences, and sinful deeds will bring severe suffering in the afterlife. Saleh, who invites his younger brother to sin, shows great moral responsibility. In Islam, a Muslim is not only responsible for his actions but also for his influence on others. In this case, Saleh not only sins for his actions but also for influencing his younger brother to sin. This scene conveys a very strong da'wah message about the importance of staying away from sinful acts and understanding the consequences of every action. Through the visualization of the terrible torment in hell, the film reminds the audience of the severity of punishment for those who commit sins and invite others to sin. This message aims to strengthen faith and remind Muslims to always guard themselves from acts forbidden by Allah and to always be responsible for their influence on others, especially family.

#### 4. Prohibition of adultery

In the movie "Siksa Neraka", there is a scene that highlights an important issue in Islamic teachings related to the association between men and women who are not mahrams. The scene shows a mother who finds a photo of her son Fajar with a woman who is not his mahram in an inappropriate situation depicting them dating. As a consequence of his actions, Fajar is depicted experiencing torment in hell, where his body is hit by a giant hot iron until his body melts. In Islamic teachings, the association between non-mahram men and women is restricted to maintain chastity and honor. Dating, which often involves physical and emotional interactions that are not by religious teachings, is considered an act that is close to adultery<sup>9</sup>.

The film uses visualizations of hell to depict the torment that may be experienced by people who commit sins such as dating non-mahrams. The torture with the giant hot iron that melts Fajar's body is symbolic of the severe punishment, emphasizing how serious the sin is in the eyes of Islam. This scene aims to give a strong warning to the audience about the consequences of promiscuity and dating that is not by Islamic law. By using extreme and painful visuals, the movie tries to instill fear of Allah's punishment and the importance of obeying religious rules. This message is conveyed in a dramatic and gruesome manner to emphasize the seriousness of the sin and the importance of adhering to Islamic teachings in maintaining chastity and self-respect. Through the visualization of the torment of hell, the film reminds the audience of the importance of staying away from sinful acts and getting closer to Allah.

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<sup>9</sup> Muhammad Wiranto and Nasri Akib, "Larangan Mendekati Zina Dalam Q.S Al-Isra'/17:32 (Analisis Kajian Tahlili)," *El-Maqra Ilmu Al-Qur'an, Hadis Dan Teologi* 2, no. 1 (2022): 46–48.



## 5. Prohibition of Cheating (Lying) and Gambling

In the movie "Siksa Neraka", there is a scene that raises important themes about honesty and justice. The scene shows a man named Saleh who cheats on people who have cataracts. The money that should have been used for treatment was instead used by Saleh for gambling. As a result of his actions, in hell, Saleh suffered a terrible torment, where his body was pierced by a giant scorpion. In Islamic teachings, cheating and gambling are strictly prohibited. Deceiving others, especially those who are in a weak condition such as sickness is a very despicable act.

Meanwhile, gambling is also prohibited as it is considered to be damaging to one's morals and economy.<sup>10</sup> The film uses visualizations of hell to depict the torment experienced by people who commit fraud and gambling. The torment with the giant scorpion piercing Saleh's body is symbolic of the severe punishment, emphasizing how serious these sins are in the eyes of Islam. This scene aims to give the audience a stern warning about the consequences of cheating and gambling. By using extreme and painful visuals, the movie tries to instill fear of Allah's punishment and the importance of obeying religious rules. This message is conveyed in a dramatic and gruesome manner to emphasize the seriousness of these sins and the importance of adhering to Islamic teachings in living an honest and just life. Through the visualization of the torment of hell, the film reminds the audience of the importance of staying away from sinful acts and getting closer to Allah.

## 6. Prohibition Of Slander

In the movie "Siksa Neraka", there is a scene that illustrates the negative impact of slander, an act that is highly reprehensible in Islam. In the scene, a character named Azizah slanders Dini so that Dini feels cornered and chooses to commit suicide. As a consequence, in hell, Azizah experiences horrific torture, including having her hands scratched until they bleed, having her tongue nailed to a hot iron, and having her hands cut off by a spiked iron. While Dini suffered a tragic punishment, by hanging herself over and over again. Islam strongly emphasizes the prohibition of slander and spreading false news that can damage a person's reputation.<sup>11</sup>

The movie depicts the tragic impact of slander, which results in the loss of one's life. Dini, who is the victim of slander, is devastated and chooses to end her life. Azizah, the slanderer, suffers a terrible torment in hell as punishment for her actions. This scene conveys a moral message about the importance of guarding the tongue and staying away from slander. Through the visualization of horrific torture, the film tries to instill fear of Allah's punishment and the importance of obeying

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<sup>10</sup> Wiranto Pratama and Deddy Ilyas, "Judi Online Ditinjau Dari Qs. Al-Maidah Ayat 90-93," *The Ushuluddin International Student Conference* 1, no. 2 (2023): 764–79.

<sup>11</sup> Rani Sri Anggraeni, Agus Halimi, and Dinar Nur Inten, "Implikasi Pendidikan Dari QS Al-Hujurat Ayat 11 Terhadap Pencegahan Perilaku Bullying," *Jurnal Riset Pendidikan Agama Islam* 1, no. 1 (2021): 1–6, <https://doi.org/10.29313/jrpai.v1i1.34>.

religious teachings in interacting with others. This message is delivered in a dramatic way to emphasize how serious the sin of slander is and the importance of avoiding it in daily life. Through the visualization of the torment of hell, the film reminds the audience of the importance of maintaining behavior and speech through Islamic teachings.

#### 7. Prohibition of Suicide

Dini is the victim of Azizah's actions in the movie "Siksa Neraka", showing actions that are contrary to Islamic teachings by committing suicide. The act, although occurring in the context of suffering that may be portrayed as part of the punishment in hell in the context of the movie, is still not by religious teachings. In Islam, suicide is a highly prohibited act and is considered a grave sin.

Thus, even in the context of the movie, Dini's act of hanging herself is repeatedly portrayed as part of a dramatic representation of suffering in hell. It is inappropriate and should not be considered as a solution to any suffering. Instead, Islam teaches us to seek help, healing, and strength from Allah in the face of adversity and suffering.

## CONCLUSION

From the analysis you provided, the movie "Siksa Neraka" conveys various important da'wah messages in Islam through various scenes and characters in the story. The movie depicts the consequences of actions that are forbidden in religion, such as disrespecting parents, delaying prayers, committing sins, committing adultery, cheating, slandering, and even committing suicide. In scenes where disrespect for parents is depicted, the sign of verbal expression ("ah") towards parents signifies disobedience and disrespect. The object, a warning against such behavior, is interpreted to emphasize the severe consequences in the afterlife, urging viewers to respect and obey their parents. Another scene highlights the social reality of facing temptations that go against religious teachings. These signs of temptation underscore the importance of strong faith and morality. The object, of maintaining one's religious and moral integrity, is interpreted to emphasize the importance of steadfastness in the face of daily challenges. Scenes depicting remorse and repentance illustrate the negative impact on family and reputation, as well as the awareness of sin and its punishment.

These behavioral signs demonstrate the importance of ethical living and the repercussions of sinful actions. The object, the emphasis on morality and repentance, is interpreted to encourage viewers to live a life in harmony with religious teachings, avoiding sin and realizing the consequences of their actions. Scenes involving deception highlight the suffering in hell due to dishonest behavior. Signs of Saleh's lies against others, including his family, emphasize the value of integrity and responsibility. The object, a message of retribution for sin, is interpreted to remind us of the importance of living honestly and responsibly, understanding that every action has consequences both in this world and in the hereafter. Finally, the scenes dealing with slander show the severe consequences for both victims and perpetrators. The signs of suffering in hell for those involved in slander underscore the danger and negative impact of such behavior. The

object, the message of honesty and justice, is interpreted to encourage viewers to be honest and fair, avoiding actions that harm others.

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