ABSTRAK

Penelitian ini membahas strategi komunikasi penulis dalam novel *Kata Sandi* karya Dian Yustyaningsih melalui pendekatan semiotika Ferdinand de Saussure. Penelitian ini dilatarbelakangi oleh banyaknya penggunaan tanda, simbol, serta pesan-pesan tersembunyi yang terdapat dalam novel dan disampaikan melalui dialog, alur cerita, konflik, maupun unsur naratif lainnya. Penelitian ini bertujuan untuk mengetahui bentuk tanda dan simbol dalam novel Kata Sandi berdasarkan hubungan penanda dan petanda menurut semiotika Ferdinand de Saussure, mengetahui strategi komunikasi yang dibangun penulis melalui keterkaitan antara penanda dan petanda dalam teks novel, serta mengetahui efektivitas strategi komunikasi penulis dalam membangun interaksi pembaca melalui simbol dan tanda dalam novel. Penelitian ini menggunakan jenis penelitian kualitatif deskriptif dengan pendekatan semiotika Ferdinand de Saussure. Sumber data primer dalam penelitian ini adalah novel *Kata Sandi* karya Dian Yustyaningsih, sedangkan data sekunder diperoleh dari buku, jurnal, artikel ilmiah, dan penelitian terdahulu yang relevan dengan penelitian. Teknik pengumpulan data dilakukan melalui studi pustaka, dokumentasi, dan analisis teks. Teknik analisis data dilakukan dengan membaca novel secara menyeluruh, mengidentifikasi tanda dan simbol, mengklasifikasikan data berdasarkan penanda dan petanda, kemudian menafsirkan makna tanda menggunakan teori semiotika Ferdinand de Saussure. Hasil penelitian menunjukkan bahwa tanda dan simbol dalam novel *Kata Sandi* tidak hanya membentuk makna, tetapi juga dimanfaatkan sebagai strategi komunikasi penulis dalam menyampaikan pesan kepada pembaca. Berdasarkan hasil analisis peneliti, ditemukan tiga bentuk strategi komunikasi penulis, yaitu strategi komunikasi melalui simbol budaya, strategi komunikasi dalam membangun unsur misteri, dan strategi komunikasi melalui penyampaian filosofi budaya. Simbol-simbol budaya, seperti wayang, aksara Purwadhaha, barcode, serta alat musik tradisional digunakan secara sadar oleh pengarang untuk membangun rasa ingin tahu pembaca, mengarahkan proses penafsiran makna, serta menyampaikan nilai-nilai moral dan budaya secara implisit. Selain itu, hasil penelitian menunjukkan bahwa penggunaan simbol budaya dalam novel memiliki relevansi dengan kajian Komunikasi dan Penyiaran Islam karena mencerminkan komunikasi simbolik, strategi penyampaian pesan yang bijaksana, serta penyampaian nilai-nilai moral melalui media budaya yang sejalan dengan prinsip-prinsip komunikasi Islam.

Kata Kunci: Strategi Komunikasi, Semiotika, Ferdinand de Saussure, Tanda dan Simbol, Novel Kata Sandi.

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ABSTRACK

This study discusses the author's communication strategy in the novel Kata Sandi by Dian Yustyaningsih through Ferdinand de Saussure's semiotic approach. This research is motivated by the many uses of signs, symbols, and hidden messages contained in the novel and conveyed through dialogue, storyline, conflict, and other narrative elements. This study aims to determine the form of signs and symbols in the novel Kata Sandi based on the relationship between signifiers and signifieds according to Ferdinand de Saussure's semiotics, to determine the communication strategy built by the author through the relationship between signifiers and signifieds in the novel text, and to determine the effectiveness of the author's communication strategy in building reader interaction through symbols and signs in the novel. This study uses a descriptive qualitative research type with Ferdinand de Saussure's semiotic approach. The primary data source in this study is the novel Kata Sandi by Dian Yustyaningsih, while secondary data is obtained from books, journals, scientific articles, and previous research relevant to the research. Data collection techniques are carried out through literature studies, documentation, and text analysis. The data analysis technique was carried out by reading the novel thoroughly, identifying signs and symbols, classifying data based on signifiers and signifieds, then interpreting the meaning of the signs using Ferdinand de Saussure's semiotic theory. The results of the study indicate that the signs and symbols in the novel Kata Sandi not only form meaning, but are also used as the author's communication strategy in conveying messages to readers. Based on the results of the researcher's analysis, three forms of the author's communication strategy were found, namely communication strategy through cultural symbols, communication strategy in building elements of mystery, and communication strategy through conveying cultural philosophy. Cultural symbols, such as wayang, Purwadhaha script, barcodes, and traditional musical instruments are used consciously by the author to arouse the reader's curiosity, direct the process of interpreting meaning, and convey moral and cultural values implicitly. In addition, the results of the study indicate that the use of cultural symbols in the novel has relevance to the study of Islamic Communication and Broadcasting because it reflects symbolic communication, a wise message delivery strategy, and the delivery of moral values through cultural media that are in line with the principles of Islamic communication.

Keywords: Communication Strategy, Semiotics, Ferdinand de Saussure, Signs and Symbols, The Password Novel.

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