

# **Deconstruction of Moral Messages in the Naruto Shippuden Anime Series: The Pain Attack on Konoha Village Episode Through Roland Barthes' Semiotic Analysis**

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## **Abstract**

The Naruto Shippuden Animated Series is one of the best-selling Japanese animated films in Indonesia, the Naruto animated film is widely watched by children both on television and the internet. However, in the Naruto Shippuden animated film there are many violent scenes and adult characters, on that basis the author conducted this study to explore the moral message in the show. Moreover, the Pain Attacking Konoha Village Episode is the most popular episode in the Naruto Shippuden animated series. This series also features various characters with different backgrounds, providing diverse perspectives on morality and action. In every battle depicted, there are layers of meaning that teach values such as courage, sacrifice, and responsibility. The Pain Attacking Konoha Village Episode in particular shows the internal conflict experienced by the main characters, underlining the complexity of moral decisions. The methodology applied in this analysis is a qualitative approach through Roland Barthes' Semiotic Analysis Technique which is based on the identification of signs and markers in Denotative, Connotative and Mythical meanings. This analysis aims to identify how the moral message is conveyed through symbolism and interaction between characters. The findings of this analysis show a number of scenes that implicitly convey moral messages that teach ethics about what is good and right, moral messages of advice, moral messages that show to seek the truth based on facts, moral messages that invite the audience to respect other people's opinions, and moral messages to solve problems with a cool head. It is important to understand that even though there is violence in the show, the values taught serve to motivate the audience to make wise decisions in real life.

Keywords: Moral Message, Semiotics , Signs, Omens , Meaning .

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## **INTRODUCTION**

Naruto Shippuden is one of the Japanese cartoon series (Anime) that is very popular in Indonesia, both among children and adults, Naruto Shippuden is adapted from the second series of Manga (Japanese Comic) Naruto by Masashi Kishimoto, the Naruto Shippuden series tells the continuation of the story of Uzumaki Naruto who is a ninja or shinobi from Konoha Village who is starting to grow up. The Naruto Shippuden series also contains the story of Naruto's life journey which is more difficult with various

conflicts to wars involving all countries in the ninja world. The character Naruto himself is depicted as an orphaned shinobi with a hyperactive and never-give-up nature who is the son of the late Fourth Hokage (village head) Minato. Naruto also aspires to become a Hokage (village leader) and even surpass the previous Hokage. As a child, Naruto often received discriminatory behavior from the people of his village, he was ostracized by the villagers because inside him resides a 9-tailed fox biju monster named Kurama.

The Naruto Shippuden anime series also contains many scenes of conflict and violence, in addition there are also many adult characters that are not appropriate if watched by children without parental supervision, the Naruto cartoon series should be categorized as a teen or adult show, because in Japan the country of origin of the anime, this cartoon series is categorized as a show for ages 13+ and 15+ even 17+ because it contains elements of maturity ( *ecchi* ) and of course violence . However, in Indonesia the Naruto Shippuden anime series is categorized as a show for children so that minors can freely watch the Naruto Shippuden cartoon series which of course contains adult elements and violence.

As explained in the previous paragraph, the Naruto animated series is indeed full of adult elements and violence, but after observing, in the anime there is an implied message that is intended to be conveyed through moments, traits or sentences uttered by the characters. This is in accordance with the definition of Cartoons according to Arsyad (2000:46) in his book *Media Pengajar*, namely cartoons are interpretative images that use symbols to convey a message quickly and concisely, or an attitude towards certain people, situations, or events. Especially in the scene when the enemy named Pain who is a leader of a terrorist ninja organization called Akatsuki attacks the village, the incident is in episodes 163-169, in that episode Pain attacks the village of Konoha until it is destroyed with many casualties while Naruto is undergoing special training to become an elite ninja outside the village.

Pain's arrival itself aims to find Naruto and seize Kyubi from his body, besides Pain is the person who killed Naruto's teacher as well as Pain's teacher himself, namely Jiraya, in one scene (for example), Pain throws out the sentence "Suffering will teach you not to repeat the same mistakes.". The sentence seems to be advice for the audience to evaluate themselves so as not to make the same mistakes. In addition, the meaning of the moral message can also be seen when Pain with a serious and loud expression says "*Suffering makes me stronger and develops,*" as if showing Naruto that he has gone through many difficult processes to become very strong. From the scene illustrates that through the difficulties and obstacles of life, a person can grow and become stronger and wiser. This reflects values such as perseverance, tenacity, and the spirit of forbearance in a person's life journey. The message can also be interpreted as an encouragement not to give up in the midst of difficulties and continue to fight to achieve the desired dreams and goals, in addition, the hard struggle of life makes humans stronger and have a lot of experience.

In the span of episodes 163-169 there are many scenes involving important figures in the Naruto Shippuden Series, such as Naruto who is the Main Character of the Anime,

in the battle there are many implied messages about the ideology or life principles of Naruto and his teacher, Jiraiya, besides that in the span of the episode there are also many messages conveyed by Pain who is one of the most influential figures in the Naruto Anime and it is revealed that Pain has a different life principle from Naruto because Pain comes from a country affected by war.

Although from the same teacher, Pain and Naruto have different characters and principles of life, this is influenced by the environment in which they grow up, from Naruto's side, he is an orphan since birth who struggles hard to achieve his dream of becoming a great ninja with optimism and realizing peace as expected by his teacher, while Pain had to witness both of his parents killed in war and survive by becoming a criminal since childhood, but actually Pain also inherited the hopes of Jiraiya, which is to create peace in the ninja world, but between Naruto and Pain, they have their own perspectives and from their fights there are many moral messages that can be learned.

The term Moral is taken from Latin, namely "*mores*", which is the plural form of *mos*, the word *mos* can be interpreted as customs carried out by humans, such as things related to the values of honesty and goodness, other terms for morals are principles, standards, morality, behavior, personality, character and tradition, which have similar meanings. If referring to our language (Indonesia), morals are interpreted the same as ethics, while ethics themselves are general concepts accepted by society in the form of which behavior is good, which is decent, and which is appropriate. Based on this explanation, it can be said that the Naruto Shippuden Anime Series has an implied message that can be taken by its fans, the message in question is a message that contains moral values in a scene where the main character, Naruto, says a sentence with an expression that shows confidence in himself.

From the explanation of the paragraph above, it can be said that there are signs that contain moral messages in the Naruto Shippuden Cartoon Series so that the Author determines the focus of the research, namely "What moral messages are contained in the Naruto Shippuden cartoon series in the episode Pain attacks Konoha Village?" To further examine what moral messages are implied in the cartoon, the researcher uses Roland Barthes' analysis concept, namely Denotation, Connotation, and Myth to describe what moral messages are contained in the anime.

In this study, the author uses Roland Barthes' semiotic method to find out the moral message that can be taken from the Naruto Shippuden animated film, especially in episodes 163-169, the episode is vulnerable because it shows the battle between the terrorist ninja organization and the Konoha village which displays a scene that contains many implied meanings. Based on this background, the researcher conducted a study entitled "*Naruto Shippuden Series in the Moral Message of the Film*" The purpose of this study is to find out the moral message contained in the Naruto Shippuden animated series in episodes 163-169 when Pain attacks the Konoha village.

Previous research was conducted by Hani Astuti, Sumartono, and Faisal Hadi Kurnia (2016) with the title "*The Meaning of Moral Messages in the Naruto Shippuden Cartoon Series (Roland Barthes' Semiotic Analysis)*". This study uses Roland Barthes'

semiotic model analysis in exploring moral messages in the Naruto Shippuden animation. The results of this study indicate that the moral messages contained in the Naruto Shippuden cartoon series use a marking system, namely markings that are seen in the character's expressions, markings based on denotative meaning, connotative meaning and the content of sentences spoken by the character. Mythology, the moral message that "Naruto Shippuden" wants to convey has the following meaning, namely a moral message that shows good and correct morals, a moral message that is motivational, a moral message that shows keeping one's word, a moral message that shows morality. The moral message says to always be patient, the moral message says to remain humble, the moral message says never give up, the moral message says to work hard to determine fate.

Research that conducted by Nia Kurniasih, Iskandar Zulkarnaen, and Farida Nurfalah (2023) with title "*Analysis Semiotics Feminism Existentialist The Character 'Judy' In The Animated Film Zootopia For Students Faculty Social Sciences and Science Politics of Swadaya University Gunung Jati*". This study uses analysis Roland Barthes' semiotic model in studying values feminism existentialism in the character of Judy Hopps in the animated film *Zootopia*. Research results This show meaning denotative, connotative, and myth related feminism existentialism in the character of Judy. In the meaning denotative, every scene show values feminism existentialist, especially in Judy's expressions and dialogue when determine road the life he wanted. In the meaning connotative, hidden meaning that Judy as a feminis existentialist fight for freedom existential. Meanwhile, the meaning myths found is trust that women must have objective live, fight to achieve ideals, and work hard to achieve success.

Further research was conducted by Putra Maulana (2023) with the title "*Representation of Moral Messages in the Animated Film One Piece Movie "Stampede" (Roland Barthes Semiotic Analysis Method)*". This study also uses Roland Barthes' semiotic analysis model in finding hidden messages or meanings in the animated film *One Piece Stampede*. The results of the study show that in the animated film there are 7 types of representations of the purpose of moral messages in the film *One Piece Stampede*, namely leadership, emotional relationships, cannot fight alone, enjoy adventure, ambition and, trust, and self-confidence.

## **RESEARCH METHOD**

This study uses a qualitative approach and analyzes data using Roland Barthes' semiotic analysis theory. Moleong states that a qualitative approach is a study technique that produces descriptive data in the form of spoken words or phrases related to observable individual behavior (Moleong, 2021). This study uses data collected through direct observation of the animated film *Naruto Shippuden* episode 163 to identify scenes that contain implicit moral lessons. This data is the primary data used in this study. To support the reliability of the research results, the author also utilizes secondary data collected from related literature and previous studies related to the same theme. This secondary data collection includes credible and empirical academic articles and books.

The analysis process in the analysis of moral messages in the animated film adopts the semiotic theory approach from Roland Barthes.

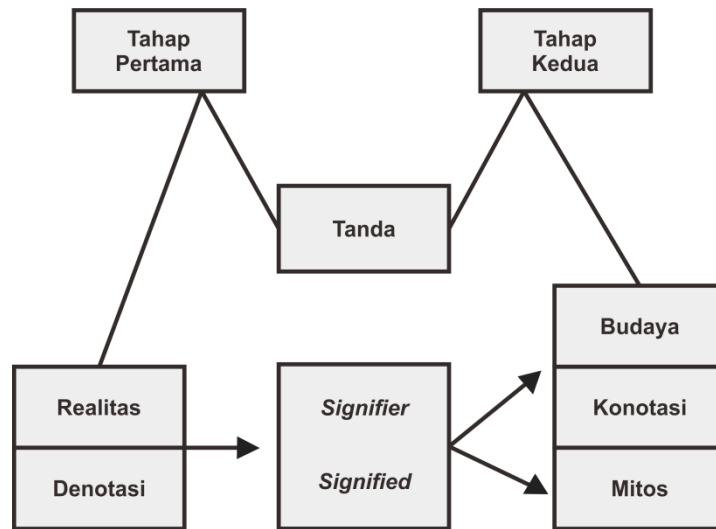


Figure 1 Roland Barthes' Two-Stage Model of Signification Chart

Barthes stated that language is a system of symbols that reflects the assumptions of a particular society at a particular time. Like Saussure, Barthes also believes that the relationship between signifier and sign is not natural but arbitrary. If Saussure only emphasizes the denotative level of signification, then Barthes perfects Saussure's semiotics by developing a connotative level of signification system. Barthes also sees other aspects of meaning, namely the "myth" that marks society. Barthes proposed the concept of connotation and denotation as the key to his analysis. He also explained that the first stage of signification is the relationship between the signifier (expression) and the signified (content) in the symbol with external reality. This is what Barthes calls denotation, the true meaning of a sign .


Meanwhile, to show the significance of the second stage, Barthes uses the term connotation, describing the interaction that occurs when a sign meets the feelings or emotions of the reader and the values of his culture (Wibowo, 2013:21). Connotation has a subjective or at least intersubjective meaning. In other words, denotation is what a symbol describes about an object, while connotative meaning is how the symbol describes it. In the second stage of meaning related to content, the symbol functions through *myth* .

Myth is how culture explains or understands some aspects of reality or natural phenomena (Wibowo, 2013:22). In Barthes' observation quoted by Sobur (2006:19-20), the relationship between myth and language is also found in the relationship between the use of literary and aesthetic language with ordinary language. In this function, the main thing is connotation, namely the use of language to express something other than what is said. For him, the first level is the denotative level, and the second level is the connotative level: connotative signs emerge from the signs of the denotative system.

Therefore, literary connotation is generally a second-level sign system placed above the first-level sign system.

**RESULTS AND DISCUSSION**

**Analysis 1 On Episode 163**


Episode	Duration	Visual (Sign)	Dialog
163	18.58-19.41	 <p data-bbox="555 958 1102 1025"><i>Figure 2 Naruto's anger at Pain in episode 163</i></p>	<p>Pain: "Our teacher longs for peace"</p> <p>Naruto: "Everything you have done here (Konoha Village)"</p> <p>Naruto: "Where is peace?!"</p> <p>Pain: "You only see a tree, not the whole forest"</p> <p>Pain: "You don't know the true meaning of peace."</p>
		Marker	Sign
		<p>Naruto shouted with a very angry expression at Pain as they talked to each other in battle.</p>	<p>Naruto shouted with an angry expression (a sign of hatred) for what Pain did to Konoha Village and said "Everything you have done here, where is the peace".</p>
<p><b>Denotative Meaning</b> : Naruto shouted at Pain with anger (a sign of hatred for Pain's actions), but Pain considered Naruto to have a wrong understanding of peace. Pain answered Naruto's question, then he said that "You only see a tree, not the whole forest". Pain considered Naruto's perspective on peace to be still narrow.</p>			

		<p><b>Connotation Meaning</b> : Saying words by shouting and expressing anger is a sign of dislike or hatred for something, such as hatred for someone's actions towards other people. Shouting can also have an influence on the person you are talking to.</p>
		<p><b>Myth</b> : Shouting in anger can make the person receiving it feel sad or disappointed, and a person can release negative energy when doing so.</p>
		<p><b>Representation of Moral Message</b> : Based on the marking system that has been described above, the moral message in the scene cut image number 2 implies that the way to judge other people's actions must be based on many points of view. This is shown by Pain who said "You only see a tree, not the whole forest" to Naruto, that Naruto's perception of his attack on Konoha Village and his interpretation of his peace that Pain considered wrong was because Naruto's perspective was too narrow, and it was easy to conclude without seeing the reasons behind Pain's actions.</p> <p>Regarding the actions that Pain took, it was a defense of his nation which was made a colonized nation and a war zone by large villages such as Konoha, in the United Nations (UN) Resolution number 37/43 of 1982 it states: "A colonized nation has the right to resist by any means, including armed resistance", therefore Pain's actions against Konoha were a form of resistance to the misery that Konoha gave to his village (Amegakure).</p>

Based on the results of the analysis of the Naruto Shippuden Animated Series episode 163 using a marking system, namely signifier, signified, denotation, connotation, and myth, the moral message that the Naruto Shippuden Animated Series wants to convey in this episode has a meaning that is represented as a moral message that shows good and correct ethics, a moral message about the impact of prejudice, a moral message that teaches to seek the truth based on facts, a moral message that shows that fighting does not solve problems.

**Analysis 2 On Episode 165**

Episode	Duration	Visual (Sign)	Dialog
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<p>165</p>	<p>13.40-14.46</p>	 <p><i>Picture 3Naruto is captured by Pain and the two his hand stabbed with stem black in episode 165</i></p>	<p>Pain: "As I said before, creating peace and realizing justice"                  Naruto: "Peace? Justice? Yes, exactly."                  Naruto: "Don't give me that bullshit"                  Naruto: "My teacher! My friends! My village! After everything you've done, don't you dare talk about peace and justice!"                  Pan: "Then tell me what your goal is?"                  Naruto: "I will kill you! And bring peace to the ninja world!"                  Pain: "I understand, that is your nobility, that is true justice, but"                  Pain: "My family, my friends, my village, they suffered the same fate as this village, by you Konoha ninjas."</p>
		<p><b>Marker</b></p>	<p><b>Sign</b></p>
		<p>Naruto shouted angrily as both his hands were stabbed with a black stick by Pain.</p>	<p>Naruto shouted angrily (a sign of hatred) when he</p>

		<p>heard Pain's reason for destroying Konoha village to create peace and bring about justice, Pain said: <i>"As I said before, creating peace and bringing about justice"</i>.</p> <p><b>Denotative Meaning</b> : Naruto shouted at Pain with anger (a sign of hatred for Pain's actions) and intended to kill Pain, but Pain considered Naruto's response to him to be reasonable. However, Pain gave another reason why he destroyed the Konoha village so that Naruto's thinking would be more open and not judge Pain's actions from his own perspective, by saying "My family, my friends, my village, they suffered the same fate as this village, by you Konoha ninjas,".</p> <p><b>Connotation Meaning</b> : Saying words by shouting and expressing anger is a sign of dislike or hatred for something, such as hatred for someone's actions towards another person. Shouting can also have an influence on the person you are talking to, apart from that, being suspicious is also bad behavior that can cause quarrels or hostility.</p> <p><b>Myth</b> : Shouting in anger can make the person receiving it feel sad or disappointed, in addition, a person can release negative energy when doing so, in addition, behaving badly towards other people or certain parties will also receive an appropriate reward.</p> <p><b>Representation of Moral Message</b> : Based on the marking system that has been described above, the moral message in the scene cut image number 3 implies that the way to judge other people's actions must be based on many points of view, not just relying on bad assumptions.</p> <p>This is shown by Pain who said <i>"I understand, that is your nobility, that is true justice, however, my family, my friends, my village, they suffered the same fate as this village, by you Konoha ninjas,"</i> to Naruto, that Naruto's perception of his attack on Konoha Village was only from a narrow perspective</p>
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		<p>and used bad prejudice, without first validating why Pain committed the crime.</p> <p>In general, there are two types of responses that a person makes when facing a problem, the first is responding with good assumptions and the second is responding with bad assumptions. However, avoiding bad assumptions has also been conveyed by the Prophet in HR. Al-Bukhari which reads: "Avoid bad assumptions, because bad assumptions are the most lying words," therefore we should judge people not only from their badness.</p>
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Based on the results of the analysis of the Naruto Shippuden Animated Series episode 165 using a marking system, namely signifier, signified, denotation, connotation, and myth, the moral message that the Naruto Shippuden Animated Series wants to convey in this episode has a moral message that shows good and correct ethics, a moral message that explains the impact of prejudice on human relationships, a moral message that shows to seek the truth based on facts, a moral message that shows that arguing with each other's egos will not solve the problem.

### Analysis 3 On Episode 166


Episode	Duration	Visual (Sign)	Dialog
166	09.32-09.54	 <p><i>Picture 4 Hinata comes helping Naruto in episode 166</i></p>	<p>Naruto: "Why are you here? Get out of here! You are not his opponent,"</p> <p>Hinata: "I know. I was just being selfish,"</p> <p>Naruto: "What do you mean?! Don't involve yourself in danger like this,"</p> <p>Hinata: "I am here of my own free will, this time, I will protect you, Naruto."</p>
		<b>Marker</b>	<b>Sign</b>

		<p>Naruto shouted at Hinata to leave as his hands, body and legs were stabbed using black sticks by Pain.</p>	<p>Naruto shouted angrily (with a worried expression) as Hinata came to his aid and fought Pain. Naruto said: <i>"Why are you here? Get out of here! You are not his match,"</i>.</p>
		<p><b>Denotative Meaning</b> : Naruto shouted at Hinata with a worried expression (a sign of anxiety) and asked Hinata to leave the location of Naruto and Pain's battle, but Hinata did not obey Naruto's words because of Hinata's great desire to help him, and Hinata said: "I'm here of my own free will, this time, I will protect you, Naruto".</p>	
		<p><b>Connotative Meaning</b> : Throwing out words by shouting and expressing anxiety is a sign of worry or fear about something, such as worry about what will happen when someone fights with someone else.</p>	
		<p><b>Myth</b> : Worrying about someone is a sign of caring or affection.</p>	
		<p><b>Representation of Moral Message</b> : Based on the marking system that has been described above, the moral message in the scene cut image number 4 is advice that when you have the desire to help someone who is in trouble, you must consider and adjust your own abilities.</p>	
		<p>This is shown by Naruto who said <i>"Why are you here? Get out of here! You are not his opponent,"</i> to Hinata, that according to Naruto, Hinata is not an equal opponent for Pain who can destroy a village in one go now, while Hinata is only a middle-class ninja.</p>	
		<p>Like when a student gets an E in a subject, and then his friend wants to help by asking the lecturer who gave the grade to improve the student's grade, which is impossible, then what can be done according to your ability and position as a friend, is to help by doing other things such as suggesting that the student ask the lecturer for additional assignments so that</p>	

		their grade can be increased, or study harder so that they can improve their grade in the course.
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Based on the results of the analysis of the Naruto Shippuden Animated Series episode 166 using a marking system, namely signifier, signified, denotation, connotation, and myth, the moral message that the Naruto Shippuden Animated Series wants to convey in this episode contains several good moral messages to be implemented in everyday life, including moral messages that show good and correct ethics, moral messages that show good friends will be there when we need their help, moral messages that show helping someone according to our abilities, moral messages that show great love can make someone willing to sacrifice.

**Analysis 4 On Episode 169**


Episode	Duration	Visual (Sign)	Dialog
169	10.06-10.50	 <p><i>Figure 5 Naruto fight argument with Inoichi a ninja from the intelligence division village konoha in episode 169</i></p>	<p>Naruto: "I want to talk to the real Pain,"</p> <p>Inoichi: "What are you talking about?!",</p> <p>Inoichi: "I'm grateful that you were able to defeat Pain, but talking to him now won't solve anything!"</p> <p>Naruto: "So what?! Should I destroy Pain, his people, and his entire village to solve everything?!",</p> <p>Inoichi: "What's the point of talking?! He's Konoha's enemy! We can't forgive him,"</p> <p>Shikaku: "Inochi, why don't we let Naruto go alone, like he said,"</p>

		<b>Marker</b>	<b>Sign</b>
		<p>Naruto speaks to Inoichi with a sad and tired expression while on his way to the real Pain, Nagato.</p>	<p>Naruto shouted with anger mixed with sadness (a sign of feeling sadness) when Inoichi said, talking to the enemy won't solve anything, Inoichi said: <i>"I'm grateful that you were able to defeat Pain, but talking to him now, won't solve anything!"</i></p>
		<p><b>Denotative Meaning</b> : Naruto answered Inoichi's question with anger and sadness, because he didn't know the way out to end the hatred between shinobi like what Pain did to the village of Konoha, therefore he wanted to talk first and hear Pain's real reason, why he attacked Konoha, but according to Inoichi diplomacy like that was not important by saying: <i>"What's the use of talking?! He's Konoha's enemy! We can't forgive him,"</i></p> <p><b>Connotative Meaning</b> : Putting aside diplomatic steps in a conflict between regions will only increase the number of casualties, Naruto's steps are to resolve village conflicts without physical contact or fighting which will only increase the number of casualties and losses on both sides.</p> <p><b>Myth</b> : Negotiating with the enemy in a conflict or war is useless, therefore the enemy must be defeated, until he is deterred.</p> <p><b>Representation of Moral Message</b> : Based on the marking system that has been described above, the moral message in the scene cut image number 5 is a moral message that shows a wise way to resolve a conflict, namely through diplomacy, by digging into the root of the problem and resolving it with a diplomatic agreement without any physical contact or war.</p> <p>This is shown by Naruto who said <i>"I want to talk to the real Pain,"</i> to Inoichi, that according to Naruto if he had to kill Pain</p>	

	<p>and the people of his village (Amegakure), it would prolong and enlarge Konoha's conflict with Amegakure.</p> <p>Diplomatic conflict resolution was carried out by the nation's founders such as Sutan Sjahrir and Haji Agus Salim and others at the United Nations (UN) Security Council in 1947, this succeeded in having an impact on Indonesia's sovereignty so that Indonesia was recognized as an independent nation.</p>
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Based on the results of the analysis of the Naruto Shippuden Animated Series episode 169 using a marking system, namely signifier, signified, denotation, connotation, and myth, the moral message that the Naruto Shippuden Animated Series wants to convey in this episode has an implied meaning in a moral message that shows which ethics are good and right, a moral message that teaches that fighting will result in material and life losses for both parties, and a moral message that shows that solving problems through diplomacy or mediation is better than war or fighting.

**Analysis 5 On Episode 169**

Episode	Duration	Visual (Sign)	Dialog
169	19.28-20.01	 <p><i>Figure 6 Naruto talking with Nagato (the real Pain ) in episode 169</i></p>	<p>Naruto: "There's something I want to ask you,"</p> <p>Nagato: "What?"</p> <p>Naruto: "If you were his (Jiraiya's) students, how did you become like this?,"</p> <p>Naruto: "You guys aren't like the other Akatsuki, who only kill for fun,"</p> <p>Naruto: "Even so, I don't know anything about you,"</p> <p>Naruto: "That's why, I want to hear your story,</p>

			before I give my answer," Nagato: "Alright. I will show you our pain,"
		<b>Marker</b>	<b>Sign</b>
		Naruto asked Nagato (the real Pain) with a serious expression mixed with sadness and annoyance.	Naruto asked in a flat tone with a serious expression mixed with sadness and annoyance (a sign of annoyance and sadness) in front of Nagato and said: Naruto: <i>"If you were (Jiraiya's) student, how did you become like this?"</i>
		<b>Denotative Meaning</b> : Naruto asked Nagato with a serious expression mixed with s (signs of annoyance and sadness) about the main reason Pain aka Nagato attacked Konoha, because Naruto felt that Nagato's reason for attacking large villages was not like other Akatsuki members, and Naruto said: <i>"You are not like other Akatsuki, who only kill for fun,"</i> .	
		<b>Connotative Meaning</b> : Validating the reasons why someone does something that is considered bad is a wise attitude, persuasive communication will also be more effective in digging up information about someone who has committed a crime.	

		<p><b>Myth</b> : Validating someone's bad actions can help us understand the underlying reasons behind someone's willingness to do bad things.</p> <p><b>Representation of Moral Message</b> : Based on the marking system that has been described above, the moral message in the scene cut image number 6 is to show the action of validating the background of someone who commits bad or evil deeds to eliminate bad prejudices and taking the law into one's own hands.</p> <p>This is shown by Naruto who said <i>"That's why, I want to hear your story, before I give my answer,"</i> to Nagato, that Naruto wants to tabayyun (seek clarity) against the person who had the heart to hurt the citizens of Konoha, and find the root of the problem that caused the conflict to occur and continue.</p> <p>Abdul Malik Abdul Karim Amrullah in his book Tafsir Al-Azhar explains , in Al- Hujarat verse 6 is clear very forbid as hard as possible not to easy believe to news brought by the wicked Because can impact bad for a people . Don't A case direct trusted or rejected , it is better investigated formerly the truth</p> <p>.</p>
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Based on the results of the analysis of the Naruto Shippuden Animated Series episode 169 using a marking system, namely signifier, signified, denotation, connotation, and myth, the moral message that the Naruto Shippuden Animated Series wants to convey in this episode implies several moral messages that show good and correct ethics, moral messages about the impact of prejudice, moral messages in the form of advice that teaches to seek the truth based on actual facts, moral messages that show that fighting does not solve problems, and moral messages that show the importance of solving problems with a cool head.

The moral attitude resulting from the analysis of the Naruto Shippuden Series has been exemplified by the nation's heroes, one of whom is Mohammad Hatta or Bung Hatta, he is a religious and humanist founding figure of the nation, Bung Hatta always prioritizes good and correct ethics, especially based on Islamic teachings, in addition when Sutan Sjahrir was accused of planning to kill Soekarno, Bung Hatta calmly convinced Soekarno that Sjahrir would not do that and suggested that Soekarno first look for the facts, in addition in fighting for independence, Bung Hatta was willing to negotiate calmly with the colonizers to find a way out for Indonesia to be independent.

Like The moral message conveyed in the Naruto Shippuden Animated Series has analyzed , Bung Hatta has exemplify it moreover formerly before animation the born , the moral attitude good to emulate and apply in life everyday , as man We must undergo life This based on mark good and correct ethics , no easy prejudice bad to others,

accustomed to to validate information obtained about other people or matter whatever , to avoid from misunderstandings and conflicts , as well as try to always think clear moment meet a problems and solve them with head cold .

## CONCLUSION

After conducting a careful and thorough analysis, the author found a moral message contained in five clip images from episodes 163 to 169 which show the tragedy of Pain or Nagato attacking Konoha Village in the *Naruto Shippuden* Animated Series through signifiers, signifieds, denotations, connotations and myths, which represent the moral message in it.

### 1. Denotative Meaning

Denotatively, the meaning of the moral message is intended to be conveyed through conversation scenes between characters, or the characters telling about themselves or their thoughts. The moral message is in the form of:

- " *You only see a tree, not the whole forest.*" With Pain who considered Naruto's perspective on peace to be narrow.
- *"My family, my friends, my village, they suffered the same fate as this village, by you, the meaningful ninjas of Konoha."* Said by the character Pain to Naruto as the reason why he attacked Konoha and so that Naruto would not view his actions from only one perspective.

### 2. Connotative Meaning

In connotation, the meaning of the moral message is intended to be conveyed through the conversation scenes between the characters, or the characters telling themselves or their thoughts. The moral message is in the form of:

- Expression Angry : Shout show hatred or concerns and can influence against talk.
- Bad Suspect : Worse think can cause conflict and hostility .
- Concern : Expression worried show concern will impact conflict .
- Diplomacy vs Violence : Resolving conflict without violence more effective and reduce casualties.
- Validation and Persuasion : Validating reason bad and communication persuasive is approach wise in dealing with problem

### 3. Representation of Moral Messages

Based on the analysis of episodes 163-169 of *Naruto Shippuden* , the moral messages conveyed are very profound. This episode teaches about good ethics, provides valuable advice, and encourages us to seek the truth based on facts. In addition, it teaches us to respect other people's views and resolve conflicts with a cool head. These messages invite us to better understand and empathize with the people around us.

In Indonesia, cartoons are often segmented for children, even though many contain violent and adult elements. TV media needs to reconsider the segmentation of shows, and parents should monitor their children's viewing, especially since anime such as *Naruto* is easily accessible online. This study is expected to be a useful reference for communication students and film semiotics studies in the future.

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