



Semiotics of Home Sweet Loan Movie: Family Representation and Communication

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Abstract

Family communication is one of the most important aspects in creating a harmonious family environment. This research aims to find out the picture of family communication in the movie Home Sweet Loan through semiotics using Charles Sanders Peirce's theory. There are 10 scenes that represent family communication. Each scene in this movie will be decomposed into signs, objects, and interpretations that describe the complex dynamics of communication regarding the challenges faced by large families in maintaining harmony and balance in the family. This research is descriptive with a qualitative approach based on Charles Sanders Peirce's semiotic theory. Data collection techniques in this research include observation, interviews with Home Sweet Loan movie viewers, and documentation. Observations were made at the Home Sweet Loan movie, and in-depth observations were made through the Home Sweet Loan Press Conference. Based on the 10 scenes taken by the author to be observed, the findings obtained are Sign, interaction that shows the communication process established in the Kaluna family, Object a cut picture of the Kaluna family, Interpretant a picture of communication in the film about the reality of the family displayed and felt by the audience.

Keywords: Film, Interpretation, Family Communication, Representation, Semiotics.

1. Introduction

Communication is one of the human needs that cannot be separated from everyday life. Without communication, humans cannot interact with each other, especially those closest to us, namely family. The family is the first place to communicate. Communicative interaction in the family not only provides space for its members to relate to each other, but also functions as a means of education and the formation of essential values needed in living life (Mahmudah et al., 2020). Every family has an interaction process that is used to build communication. Without communication, misunderstandings that lead to conflict are more likely to occur. Communication plays a very important role in building harmonious relationships within the family. Through the communication process in the family, each member can develop a deep understanding, character recognition, and mutual respect for one another.

Social media as a digital communication platform can reach people who are familiar with the internet, thus facilitating the interaction process (Nuruzzaman et al., 2024). The development of the modern era has enabled the visualization of interactions through planned media such as cinema. Movies act as a medium for channeling information from the messenger to the recipient. Not only targeted at a small number of individuals, films also function as a means of communication for a wider and more diverse audience (Kurniasih et al., 2023).

Many movies have a family theme, one of which is Home Sweet Loan. Home Sweet Loan is an Indonesian movie adapted from the best-selling novel by Almira Bastari, directed by Sabrina Rochelle Kalangie. The movie stars a series of famous Indonesian artists, such as Yunita Siregar, Derby Romeo, Risty Tagor, Fita Anggriani, Ayushita Nugraha, Ariyo Wahab, Wafda Saifan. The film was released on September 26, 2024 with a duration of 112 minutes. Home Sweet Loan successfully entered 8 drama genre nominations for best film, best director, best lead actress, best camera stylist, best screenwriter, best picture editor, best supporting actor and actress. Home Sweet Loan won special trophies at the 2024 Indonesian Journalist Film Festival, including best film, best screenwriter, and best supporting actor.

The movie Home Sweet Loan tells the life of Kaluna as the main character as a sandwich generation who is the

youngest child of a simple family working as an ordinary office employee with a minimum wage and working on the side as a model, has a dream of buying her own house to get out of her claustrophobic childhood home. Kaluna still lives with her parents and two older siblings who are married, making Kaluna try hard to save and live simply to realize her dream of having her own house. In realizing his dream, Kaluna must face and reconcile with his own family, who always pulls him into their problems, such as being the party that is always forced to give in to the family. This movie does not only tell about Kaluna's struggle to buy a house, more than that this movie depicts the life of urban middle-class families in Indonesia who are full of sacrifices.

In the movie *Home Sweet Loan*, Dialog about family communication is very important because it tells about a family. This research discusses the representation of Kaluna's family communication. Representation can be understood as an accurate picture. Representation is used to give meaning to objects or something that is depicted, usually in relation to text and media. In this study, it focuses on the representations that build Kaluna's family communication in the movie *Home Sweet Loan*. Movies are basically constructed using a variety of symbols and visual clues. These semiotic elements collaborate harmoniously to produce the impact and impression desired by the maker. Through this research, we will look deeper into the meaning of signs through the movie *Home Sweet Loan* by using semiotic theory. Semiotics is a science or method of analysis to study signs. Signs are tools used by many humans in an effort to find their way in this world (Sobur, 2013).

The semiotics theory used comes from Charles Sanders Peirce's semiotic theory. Peirce has a triadic model known as "triangle meaning semiotics" which consists of Sign, Object, and Interpretant. Peirce defines sign as an entity that is able to represent other entities in a certain context, Sign always refers to something outside itself, which Peirce identifies as Object. Referring in this case means representing or substituting. The new sign function is realized when it is interpreted in the recipient's cognition through the interpretant process. Interpretant is a construction of understanding formed in the consciousness of the party receiving the symbol, Tinarbuko (2009). Peirce's semiotic theory is in accordance with the researcher's goal, which is to find out the description and meaning of signs that represent family communication through iconic signs in the movie *Home Sweet Loan* and these signs are able to represent the reality that exists.

Family communication in the movie *Home Sweet Loan* is in line with previous research entitled *Family Communication: Its Representation in the Film Nanti Kita Cerita tentang Hari Ini*, which highlights family problems due to poor communication. The study analyzed family communication through scenes and Dialogs, focusing on language and behavior, musical signs, and patriarchal ideology. Another relevant research is *Family Communication in Keluarga Cemara 2 Movie*, which shows that various problems in the family are often caused by the obstruction of communication channels. Therefore, good communication is very important to minimize conflict in the family (Faza et al., 2022).

The difference between this research and previous research is the difference in theory used and the type of genre in the film studied and the conflict in the film. Furthermore, the author will discuss the problems that occur in the family, one of which is due to poor communication factors. This research can provide an overview of the conflicts that occur due to family communication that does not run smoothly, especially among audiences who have watched the show. This study implements document analysis and literature review methods. The research object focuses on the movie *Home Sweet Loan*, with visual elements in the form of image fragments or certain scenes that serve as the subject of analysis.

The purpose of the author conducting this research is because it is related to social reality. Many conflicts occur in families due to a lack of good communication that makes the sense of sensitivity and care of family members less, as depicted by the Kaluna family in the movie *Home Sweet Loan*.

This research is expected to be able to contribute thoughts, provide added value, and broaden perspectives on conceptualization in the realm of communication disciplines, especially those related to family dynamics in the film *Home Sweet Loan* and increase awareness to build communication in the family which is one of the problems in the reality of life. Therefore, the author hopes that every family can build good communication and make the family a place to lean on without any misunderstanding due to lack of communication. For this reason, the author chose the movie *Home Sweet Loan* as research material with the research title "Semiotics of *Home Sweet Loan* Movie: Representation and Family Communication".

2. Literature Review

The word "Semiotics" comes from the Greek semeion, which means "sign". Semiotics is a science or method of analysis to study signs. According to Peirce, a sign is never a solitary entity, but has three components known as "triangle meaning semiotics" or triangle meaning theory consisting of Sign (sign), Object (object), and Interpretant. A sign is something that has the ability to describe something else within certain limits. A sign will always refer to another thing that Peirce calls an object. Referring here means replacing or representing. When the recipient of the

sign interprets it through the Interpretant, then the new sign can function. The interpretation that arises in the recipient of the sign is called the Interpretant, (Tinarbuko, 2009).

Among many humans, signs are the tools used in our efforts to find our way in this world (Sobur, 2013). The signs we use in our daily lives play an important role in the communication process, helping to effectively convey meaning and emotion.

The term communication is rooted in the Latin word “communis” which means “togetherness”. It is often identified as the primary etymology of the word communication, which is the root of other similar words. Another similar word is community, which also emphasizes togetherness. Community is defined as a collection of individuals who interact or reside collectively with the orientation of achieving specific goals, with the closest example being the family (Mulyana, 2007).

The family is the smallest unit in society. The family is the first place to communicate. Family Communication is an activity that occurs in the family and serves as a means of interaction between family members as well as a place for the formation and development of values that guide life (Mahmudah et al., 2020).

The values and dynamics that exist within a family often inspire movie-making. Movies are recordings of people's social lives that capture the reality of a population. A linear understanding of the relationship between movies and society has existed for a long time. In other words, movies have never had a negative impact on society. Instead, they always shape society through the messages they convey. Movies always capture and display the facts of society (Sobur, 2013).

Many movies raise family themes, one of which is *Home Sweet Loan*, which is the focus of this research. The author wants to know the picture of family communication in the movie. Some previous studies, such as those conducted by (Faza et al., 2022) entitled *Family Communication: Its Representation in the Movie Nanti Kita Cerita tentang Hari Ini*, also discussed family problems due to poor communication. The study used John Fiske's semiotics to analyze family communication through language, behavior, musical signs, and patriarchal ideology.

Previous research by (Novalia Annisa Suci et al., 2023) with the title *Family Communication in Keluarga Cemara 2 Film (Charles Sanders Peirce Semiotics Analysis)* states that various problems in the family arise due to obstruction of communication channels. This research uses Charles Sanders Peirce's semiotic theory, which includes the representamen sign (icon, index, symbol), object, and Interpretant. The difference with this research lies in the trilogy of signs; the previous researcher used icons, indices, and symbols, while this researcher used the triangle of meaning consisting of Sign, object, and Interpretant.

Another study entitled *Indonesian Film Industry: Representation of Toxic Masculinity in Ngeri-Ngeri Sedap Film* by (Nugraha Basuki et al., 2023) examines the representation of toxic masculinity in the character of Mr. Domu, the head of the family who reflects the patriarchal structure and causes conflict in his family. This research uses John Fiske's semiotic analysis which consists of three levels: Reality (behavior and expression), Representation (camera shots and lighting), and Ideology (ideological messages). The difference between this research lies in the theory and genre of the movie studied, while the similarity is to discuss the issue of less open communication in the family.

This research will further explain the problems that often occur in families due to communication factors using Charles Sanders Peirce's semiotic theory. In previous studies only discussed conflicts that occurred due to communication without any resolution, in this study will discuss the problems that occur in the movie along with how to solve them, so that it can add new insights related to family communication.

3. Materials and Methods

3.1 Materials

Research methods are used in writing this article. This qualitative research is conducted in natural conditions or naturalistic techniques (the natural world). Therefore, qualitative research focuses more on meaning than generalization (Sugiyono, 2013).

This research approach is semiotics or the science of signs, with the theory used, namely Charles Sanders Peirce's semiotics, known as the triadic model or “triangle meaning semiotics” which discusses Sign, Object, and Interpretant (Sobur, 2013).

The subject of this research is the scenes in the movie *Home Sweet Loan*, while the object of this research is the movie *Home Sweet Loan*. In this study, researchers used the movie *Home Sweet Loan* as the main informant.

3.2 Methods

Data collection methods in this research include observation, interviews with *Home Sweet Loan* movie audiences, and documentation. Observations were made on the film *Home Sweet Loan* and in-depth observations through the

Home Sweet Loan Press Conference which was held on September 4, 2024 through Youtube Sinemusik ID, 2024. Documentation is the collection, selection, processing, and delivery of information or events. In this study, researchers documented several scenes or scenes from the movie through screen capture to show family communication in the movie. This validity test uses Triangulation, which is defined as checking data from many sources in various ways, and various times. The author uses Source Triangulation by checking the data obtained by interviewing Home Sweet Loan viewers.

4. Results and Discussion

4.1 Result

Based on the research results, there are 10 scenes in the movie Home Sweet Loan that show family communication is a sign that has Object and Interpretant, so that it describes the communication process, among others, as follows:



Figure 1. Scene 1

Source: Netflix

Table 1. Scene 1

Sign	Dialog “Has it ever crossed your mind to do the dishes after eating?”
Object	Kaluna washed the dishes from her family's meal and complained to Kamala for not helping her.
Interpretant	Kaluna was restless because Kamala did not want to take turns in doing household chores. It is important to communicate with family members about the division of tasks and responsibilities to make it more equitable.

Next, the scene 2 analysis table about Kaluna's room being moved to the maid's room.



Figure 2. Scene 2

Source: Netflix

Table 2. Scene 2

Sign	Kaluna complained to her mom by saying “Why have I never been prioritized?”
Object	Kaluna talked to her mom about her room being moved to the maid's room without her consent.
Interpretant	There was a conversation between Kaluna and her mother. Kaluna felt disrespected when her room was moved to the maid's room without communicating it first, which triggered disharmony among family members.

Next is the scene 3 analysis table about Natya (Kaluna's sister-in-law), who wants to borrow money from Kaluna.

**Figure 3. Scene 3**

Source: Netflix

Table 3. Scene 3

Sign	Dialog “And if you were to borrow now, when will you pay me back?”
Object	Natya wanted to borrow money but was not immediately accepted by Kaluna.
Interpretant	There was a misunderstanding between Kaluna and Natya because Kaluna's statement was misinterpreted, which triggered the conflict. Effective communication is very important to prevent the onset of the conflict.

Next is the scene 4 analysis table about Kaluna who was reprimanded by Kanendra because of his conversation yesterday with Natya.

**Figure 4. Scene 4**

Source: Netflix

Table 4. Scene 4

Sign	Kanendra reprimands Kaluna with the dialog “Don't think that you and Natya are the same age, you will be rude to her, after all, she is still your sister-in-law.”
Object	Kanendra reprimanded Kaluna in front of the house, which made Kaluna look confused.
Interpretant	Kaluna felt that there was a misunderstanding between her, Natya, and Kanendra. Kanendra only listens to one side of the story and does not listen to the story from Kaluna's point of view, this shows a communication barrier that makes conflict arise between them.

Next is the scene 5 analysis table about the Kaluna family feud at the dinner table due to Kanendra being involved in pinjol (online loans).



Figure 5. Scene 5
Source: Netflix

Table 5. Scene 5

Sign	Dialog “If you get online loans, that's just stupid!”
Object	Kaluna's family quarrel was caused by Kanendra, who got caught up in online loans (<i>pinjol</i>).
Interpretant	Kanendra acted rashly because he was not honest and did not communicate his problems, so that he became entangled in online loans (<i>pinjol</i>), which made Kaluna's family atmosphere frantic, angry, and confused.

Next is the scene 6 analysis table about Kanendra who wants to borrow Kaluna's money to pay off his online loan debt.



Figure 6. Scene 6
Source: Netflix

Table 6. Scene 6

Sign	<ol style="list-style-type: none"> 1. Dialog “Kal, please! If not, we'll all lose our home.” 2. Dialog “And now, I also have to be responsible for your stupidity?” 3. Kaluna left from home.
Object	Kanendra sought Kaluna's help to settle his debts. However, disappointment arose in Kaluna as she felt blamed for the difficult situation. Kaluna then chose to leave the house.
Interpretant	<p>Kanendra used the house certificate as collateral for an online loan (pinjol) without telling his family, while the mother who gave the certificate also did not discuss it with the father. There was clear miscommunication between Kanendra, his mother, and his father.</p> <p>Kanendra's inability to pay his bills threatened their home and forced him to ask for help. Kaluna feels burdened as the youngest child, gets angry and chooses to leave due to the home situation and poor communication within the family</p>

The following is a scene 7 analysis table about Kaluna, who finally helps Kanendra pay off his loan debt.

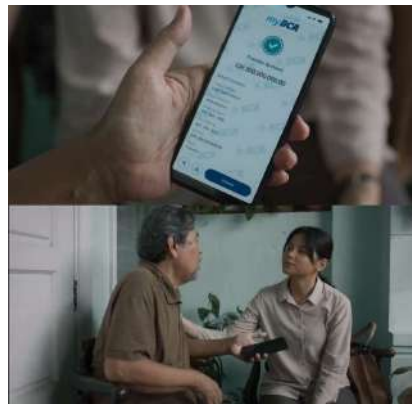


Figure 7. Scene 7
Source: Netflix

Table 7. Scene 7

Sign	<ol style="list-style-type: none"> 1. Kaluna met her dad at home 2. Kaluna transfer her money to her dad
Object	Kaluna met her dad at her house and finally helped Kanendra to pay off his debt.
Interpretant	<p>Kaluna lowered her ego and decided not to buy the house, but instead chose to help Kanendra pay off his debt, so that their family could stay in the house.</p> <p>Despite feeling angry, Kaluna still tried to help her family, even though she was not ready to communicate with them. She still tried to establish communication by meeting her dad.</p>

Next is the scene 8 analysis table about Kamala calling Kaluna to apologize and ask Kaluna to go home.



Figure 8. Scene 8
Source: Netflix

Table 8. Scene 8

Sign	<ol style="list-style-type: none"> 1. Dialog “Kal, I’m sorry.” 2. Dialog “Since you left, she cooks your favorite mung bean soup every day.” 3. Kaluna cried
Object	Kamala's phone conversation apologizing to Kaluna, hoping that Kaluna would return home
Interpretant	<p>Kamala apologizes to Kaluna for being selfish and wants her sister to return home and forgive the family.</p> <p>In this moment good communication began to be established, where Kamala began to realize her responsibility as an older sister to protect and guide Kaluna, showing empathy and sensitivity to her feelings.</p>

Next is the scene 9 analysis table about Kaluna’s dad apologizing to her.

**Figure 9. Scene 9**

Source:Netflix

Table 9. Scene 9

Sign	<ol style="list-style-type: none"> 1. Kaluna and her dad hugging. 2. Kaluna’s dad apologizing to her, “I’m sorry, dear”
Object	Bapak apologized to Kaluna and was reciprocated with a warm hug.
Interpretant	Kaluna returns home and chats with her dad, who apologizes for Kaluna's sacrifices over the years, which tend to go unappreciated. This conversation strengthens their bond, reflecting a deep father-daughter relationship. This moment is memorable for Kaluna and enhances the openness and communication between them.

Next is the scene 10 analysis table about Kaluna's father finally selling his grandfather's house, then they choose their own place to live.

**Figure 10. Scene 10**

Source: Netflix

Table 10. Scene 10

Sign	Kaluna, her dad, and her mom waved to Kanendra, Natya, and Kaivan who were in the car.
Object	Kaluna, her dad, and her mom waved to Kanendra, Natya, and Kaivan who were in the car.
Interpretant	The father decides to sell the house to replace Kaluna's money and live separately, reflecting responsibility and love for his family. This decision is the result of effective communication that results in better understanding and relationships between families, emphasizing the importance of intensity and interactivity in family communication.

4.2 Discussion

In the film, there are scenes that show the obstacles and the process of resolving communication within the Kaluna family, which have been studied as follows:

4.2.1 Scene 1

In Figure 1, Kaluna expressed her concern to Kamala because she did not want to take turns doing household chores, indicating a sense of injustice in the division of duties and responsibilities among family members. Therefore, it is necessary to communicate with family members to find solutions, so as to make the family atmosphere more harmonious and family members are aware of their roles and responsibilities in the family.

The scene also illustrates the role of older siblings who are in power because they are older and often considered more experienced. This assumption can create a structure where older siblings feel entitled to give orders or directions to younger siblings. Ekadara explained that as the first child and a fellow woman, Kamala should have been more understanding and relented (Interview, 2025).

Kaluna, who is unmarried and does not have a family of her own, feels expected to take on the role of taking care of the household. Kaluna is considered not to have a heavy burden compared to her two siblings, who are already married. Alpin explained that awareness between individuals is the key to building healthy family communication (Interview, 2024). This is because conflicts in the family occur because of a crisis in the status and role of one of the family members (Interview, 2024). This is because conflicts in the family occur because of a crisis in the status and role of one of the family members (Maudy, et al, 2022).

It is important within the family to create a balanced environment. A balanced family environment not only improves the quality of life of the individual, but can also strengthen the overall family bonds such as family members feeling more comfortable, open, feeling valued, aware of their role in the family, effective communication and reducing tensions that lead to conflict.

4.2.2 Scene 2

In Figure 2, a unilateral decision made by the mother without communicating with Kaluna first, makes the atmosphere in the family uncomfortable and can trigger conflict because one family member feels disrespected. This scene highlights the importance of building communication in the family so that problems that occur can be solved together without being unilateral. Alpin explains that in the family there must be more mutual respect. In the movie, the figure of Kaluna is underestimated and underappreciated, maintaining good communication is important so that relationships within the family can be established properly as well (Interview, 2024).

In the scene, the author also observed that Kaluna's attitude was also wrong, Kaluna tended to only delegate her feelings to her mother, while she was reluctant to talk to her father and siblings. This resulted in his feelings being suppressed, so that only his mother knew about his unrest. Gagan explains that if we continue to hold back and suppress feelings, it can potentially become a bigger problem in the future (Mutaqin, 2025).

Open and honest communication within the family can create a healthier environment, where each individual feels valued and heard. By sharing feelings, family members can provide each other with emotional support, reduce tension, and prevent misunderstandings. In addition, good communication can also strengthen family bonds, so that each member feels more connected and has a sense of mutual understanding.

4.2.3 Scene 3

In Figure 3, the author concludes that the misunderstanding that occurred between Kaluna and Natya was caused by ineffective communication in providing feedback. This shows that issues related to finance are sensitive, even among family members. Therefore, it is important to have joint discussions and planning to reduce the risk of misunderstandings that often lead to conflict.

Khairunnisa explains that effective communication allows each family member to express their thoughts and emotions clearly, which can prevent misunderstandings and help create a harmonious family environment. Openness and mutual understanding within the family are key in building healthy communication (Interview, 2024).

4.2.4 Scene 4

In Figure 4, based on the description above, when Kanendra admonishes Kaluna to be polite to his wife, Natya, this is also related to Figure 3, when Kaluna does not lend money to Natya. The author concludes that there is a

communication barrier between Kaluna and Kanendra, because Kaluna does not know exactly what Natya said to Kanendra, making Kanendra angry and reprimanding him. This scene emphasizes the importance of building open and two-way communication in the family. By listening and understanding each family member's perspective, misunderstandings can be minimized, and the relationship between family members can be maintained well.

Effective communication allows each individual to express their feelings and views, thus creating an atmosphere of mutual understanding and reducing the incidence of conflict. In addition, sensitive conversations that can offend are better discussed in appropriate places, such as one of them, namely financial problems, it is better if they are discussed together to find solutions for mutual convenience and reduce the risk of conflict due to misunderstanding (Arsati et al., 2023).

4.2.5 Scene 5

In Figure 5, Kanendra takes out an online loan (pinjol) and mortgages the house certificate as collateral without the knowledge of family members, creating tension and creating a disharmonious atmosphere. Judging from the expressions and Dialog displayed, the scene illustrates the occurrence of family disharmony, referring to the existence of discrepancies, disputes, or differences between individuals, groups, or social entities (Wahid et al., 2024). Conflicts can occur in families. Each family member must have a strong reason to cause conflict, the role of the family serves as a protector of the members in it (Andriansyah & Rachmawati, 2022).

From this scene, the author concludes that it is necessary to build effective communication in the family. Many misunderstandings that occur between individuals are due to poor communication (Firdaus & Fardiah, 2023). Whereas a fair family role can ensure that each family member can receive full affection, and respect whatever the decision of each of their children (Ichwani & Adiprabowo, 2023). Detri explained that openness, honesty, and listening to each other are key to helping families avoid conflict and maintain harmony (Interview, 2024).

4.2.6 Scene 6

In Figure 6, the author concludes that openness and good communication in the family is very important to understand each other, avoid misunderstandings, and support joint decision-making. This can improve the quality and strengthen the relationship between family members. In this situation, Kanendra should have communicated his plans to his family first, given that the house is jointly owned. This is important to prevent greater conflict. Therefore, effective communication within the family is an important instrument in solving various problems (Suci et al., 2023).

In this context, the mother's role in giving the certificate to Kanendra without communicating with Father reflects her patriarchal attitude. This is in line with the scene where the mother moves Kaluna's room to the maid's room, which shows injustice in the treatment of her children. Ekadara explained that it appears that the mother shows more affection to her sons than her daughters, and tends to impose her own will (Interview, 2025).

Sabrina Rochelle, director of Home Sweet Loan, stated in the Press Conference that the dinner table scene is the climax of the movie, displaying various emotions such as discussion and anger. The process of creating this scene involved nine actors with their respective characters and represents the dynamics of Indonesian families that often occur at the dinner table.

4.2.7 Scene 7

In Figure 7, the author concludes that Kaluna is faced with a moral dilemma between pursuing her personal dreams or helping her struggling family. Finally, Kaluna chooses to help her family by transferring the amount of 300 million rupiah to her dad so that he can pay off his family's debt so that her dad does not sell the house inherited from his grandfather which is full of memories. This reflects great sacrifice and character growth, where Kaluna prioritizes the interests of the family over her own desires. Gagan explained that no matter how angry and resentful we are towards our family, we cannot ignore the difficulties experienced by our family members (Interview, 2025).

The family acts as a source of support and affection. When one member is experiencing difficulties, family members have a responsibility to provide help and empathy. The family becomes the first party that can be relied upon. Ignoring family members' problems will only worsen relationships and create emotional distance. Providing support not only helps them overcome difficulties, but also strengthens family bonds and creates a harmonious family environment.

In difficult situations, mutual support and understanding can be key to overcoming conflict and rebuilding trust among family members. It should be remembered that the family is the first social group in an individual's life, where they learn and develop social identity (Mahmudah et al., 2020).

4.2.8 Scene 8

In figure 8 this scene, good communication begins to form through a conversation between the older sister and the younger sibling. Although simple, this interaction is very touching because sibling relationships are often based on affection and care. Kamala, as the older sister, feels responsible to protect and guide, while Kaluna feels safe and loved by Kamala. By openly exchanging thoughts, feelings, and expectations, family members can strengthen more intimate relationships, understand each other, and solve problems more efficiently (Billa & Imawan, 2024).

Kamala who has the desire to improve herself, despite having mistakes in the past, Kamala has a strong intention to change, because everyone has good potential that needs to be optimized. (Natalia & Ratriandita, 2022). In addition, empathy arises when we feel and understand the emotions of others, and convey them with sensitivity that shows understanding of their feelings (Salsabila et al., 2022).

Sabrina explained that she deliberately provoked Yunita's (Kaluna) sentimental emotions in this scene, and she ended up crying along with her, showing that Sabrina put a lot of feeling into this movie.

4.2.9 Scene 9

In Figure 9, the author can conclude that the conversation between father and daughter in this picture is very touching, because their relationship is built from birth, creating a deep bond. Fathers act as protectors who are always ready to protect their daughters and prioritize the happiness of their children, as leaders who are responsible for their future (Nugraha Basuki et al., 2023) and love in the family is an important role for everyone (Royhan et al., 2024).

This scene is quite sentimental for both the director, cast, and audience of Home Sweet Loan. Yunita (Kaluna) felt that the scene was very memorable, because after filming the scene, she felt her energy was very drained. Happiness and well-being actually do not come from material possessions alone, but from close relationships and mutual support between people, especially those closest to us, namely family (Siregar et al., 2024).

4.2.10 Scene 10

In Figure 10, based on Kaluna's dad explanation, he shows a deep sense of responsibility and love for his family, especially in helping Kaluna who is trapped in a difficult situation due to her brothers' behavior. He also has good emotional intelligence, which allows him to make the right decisions even in stressful situations. (Misbak et al., 2023). Selling the house marks a turning point in Kaluna's life and that of her family.

This is the result of effective communication that produces understanding, happiness, positive influence on attitudes, better relationships, and constructive actions. (Meifilina et al., 2024). The concept of family communication refers to the level of intensity and interactivity aimed at achieving effectiveness in communication between family members (Bahfiarti, 2016).

The movie successfully represents the complex dynamics of family communication, where each member must face the choices and consequences of their actions. Honesty is also an important aspect of life (Choiruddin et al., 2023).

5. Conclusion

Home Sweet Loan is a movie that tells the story of family dynamics in facing challenges and conflicts due to lack of communication between members. Therefore, communication is very important in the family. Open communication that includes honesty and mutual listening is the key to building effective communication and maintaining harmony in the family. Based on the results of Charles Sanders Peirce's semiotic analysis, the representation of family communication in the film Home Sweet Loan is Sign in this study refers to the study of signs found in the film. The object of the research is in the form of pieces of images that show the communication process of the Kaluna family when facing and resolving conflicts. Interpretant in this film research is the researcher's understanding of Kaluna family communication which is described as a large family life with various generations living together and often causing complex communication dynamics, such as differences in values and views, communication limitations, and challenges to maintain harmony and balance in the family.

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