

ABSTRACT

Anindias Aurilia Insani, 2026. “The Representation of Nordic culture on the Movie ‘Thor: Love and Thunder’: A Peircean Semiotics Analysis”. Thesis. Faculty of Teacher Training and Education, UNIVERSITAS PGRI MADIUN. Advisor: Dr. Sigit Ricahyono, S.S., M.Pd., Co-Advisor: Lusia Kristiasih Dwi Purnomosasi, S.S., M.A.

Key Terms: Semiotics, Nordic culture, Movie

Nordic culture permeates modern media, however, its portrayal in movies such as “Thor: Love and Thunder” is rarely examined through Peirce’s semiotic lens. This study analyzes how Nordic culture is depicted through iconic, indexical, and symbolic signs in the movie. Using qualitative descriptive content analysis, data were collected through documentation, then analyzed through a process of data collection, presentation, and drawing conclusions based on Peirce’s classification of signs. The findings reveal twenty-one signs: four iconic signs (171 occurrences) that show direct visual resemblance to Nordic culture, six indexical signs (295 occurrences) that link the narrative to Nordic cultural history, and eleven symbolic signs (446 occurrences) that dominate through conventional meanings such as heroism, sacrifice, and loyalty. The discussion reveals that the elements of immortality and death are embodied in the contrast between Midgard and the eternal realms of Asgard and Valhalla, reinforced by the cycle of death and rebirth. These findings confirm that Peirce’s theory remains relevant for analyzing how ancient Nordic culture is reconstructed into layered symbolic meanings in contemporary popular media.