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 Fakultas Sastra Universitas Ekasakti	JURNAL JILP (Jurnal Ilmiah Languge and Parole) Volume 9 Nomor 2	
	ISSN : 2581-0804 (Media Cetak)	E-ISSN : 2581-1819 (Media Online)
Received: 15-04-2026	Revised: 09-05-2026	Available online: 01-06-2026

An Analysis Of Signs Of Controversial Utterances In Dan Brown's The Da Vinci Code Novel

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Abstract

The title of this research is "Analysis Signs of Controversial utterances in Dan Brown's The Da Vinci Code". This research aims to, the first, explain the linguistic sign of controversy in the values of humanity and second, explain the meaning of the sign through the analysis of denotation meaning and connotation meaning. The type of data in this research is descriptive qualitative (Creswell, 2007) and uses a semiotic analysis approach method with the approach of two semiotic theories Saussure's Signifier and signified, to find what are the signs of controversy language used by Dan Brown in the novel The Da Vinci Code and using Barthes' denotation and connotation theory to find what are the meanings of the signs of controversy, this research using three steps of data analysis techniques namely reduction, data display and verification. The data collection method used in this research is the observation method (Kothari, 2004), and using documentation techniques as data collection techniques. In the observation method, research is carried out by reading, recording and identifying signs and meanings. In this research, 24 signifier and signified data were found that explained the linguistic signs of controversial utterances in human values and through the analysis of denotation and connotation meanings, 24 denotation and connotation meanings were found that explained the meaning of the signs in the controversial utterances. Based on the results of data analysis of controversial utterances signs found in the novel The Da Vinci Code, through linguistic sign analysis and analysis of denotation and connotation meanings, it can be concluded that the novel The Da Vinci Code, contains language signs and meanings that are controversial in human values where Dan Brown uses violent language such as the word murder, insults, and signs that contain the meaning of discrimination or crime.

Keywords: Signifier, Signified, Denotation, Connotation, Controversy

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I INTRODUCTION

In this researcher, discussed about the analysis sign of controversial utterance in Dan Brown's *The Da Vinci Code*. In the social life of society, there are many things that become a controversial that have a positive and negative impact on the values in human life. Using language that is unacceptable to some groups or communities or conflicting language in these groups. In social society, humans have the right to give opinions to provide ideas or opinion in a group, but not all opinions given can be accepted by everyone, of course, they have differences of opinion in the group. In this case, the debate of opinion can cause a controversy in the community group. Controversy is a debate or opposition in a social group, which forces opinions to be accepted in the social group. In this case, it is usually a language sign to convey the message or argument.

Signs are very important in human life to communicate to convey messages through language. In society we use language as a system to communicate which can give different meanings depending on the interpretation of each message recipient. Signs play an important role in human language to communicate ideas or in a human mind. Some functions of signs used in society are communicating using verbal language or known as speech using words that can provide meaning depending on the context conveyed, signs are also used to describe a self-identity through works of art, music, songs, novels and other works. In addition, signs are used to describe cultural values that can help society strengthen social values and values humanity. Understanding a language sign in communication can provide different intepetation due to the use of words, expressions and intonation in the language used has different meanings in society, especially in social cultures and different languages. In utterance there are two components of language signs that can be understood, namely verbal and nonverbal communication. According to Kusmawati (2016) verbal communication is a form of message used orally and in writing while non-verbal communication is a form of message used without involving words. In this case, verbal communication refers to words or writing while nonverbal communication refers to gestures and voice intonation. However, in this

discussion researchers only focus on verbal communication or called utterance in the form of words, phrases, or sentences.

Language is a system of communication used by humans to convey messages in the form of signs, both oral and written. According to Jacobson, language is the most important sign system for humans and is central to communication (Chandler, 2007). In today's world, there are often misunderstandings in understanding a message due to language variations in human communication when conveying a message. In this case, when a sign in utterances uses language that can have different meanings. Therefore, there is often a misinterpretation in understanding the meaning of the sign message, so that there is an argument that can lead to conflict in social society. For example, the use of signs in conflicting utterances in society is in the utterance sentence of their religion is misguided, in this utterances sentence the word religion is a sign of a belief system but in the sentence it gives the meaning of a negative assessment of a community that can generalise that their belief system is wrong. In this case, it is considered something that judges a belief in a community so that there is opposition that can cause conflict in society.

Based on the problems above regarding language signs in society, in this discussion, will use the novel *The Da Vinci Code*, a literary work written by Dan Brown as a research object. *The Da Vinci Code* is a novel written by Dan Brown in 2003. This novel is one of Dan Brown's world-famous novels besides *Demons* and *Angel*. This novel tells a mystery or secret conspiracy about the Holy Grail, which is a woman named Mary Magdalene who has a bloodline with Jesus. In addition, the novel contains a secret code that exists in Leonardo Da Vinci's paintings to discover the conspiracy about the Holy Grail. Although this novel is very famous, it is considered very controversial for readers, especially in the use of language that raises conflicts or debates contained in the novel.

The reason for using *The Da Vinci Code* as the object of research is because this novel uses very controversial language. *The Da Vinci Code* novel, beside from religious controversies, is also a controversy in human life related to

human values such as the right to freedom of speech, discrimination, degrading women and many more.

In this research, conducted a semiotic research on the signs of controversy utterances in Dan Brown's *The Da Vinci Code*. In general, semiotics is the science of language or linguistic signs that humans use as a tool to convey messages. The word semiotics is derived from the Greek word *semeion*, which have meaning of sign. Semiotics is the research of signs, symbols, meaning, and communication. Semiotics is the research of signs that are found in texts, movies, photographs, and other media.

Saussure as the main linguistic figure who developed the sign in his theory of semiology or semiotics. In his opinion, semiology is a science that examines signs in social life. In his theory model of sign (Chandler 2007: 3) defined sign as signifier and signified. He sees signs as forms and meanings that are used as tools to convey the contents of the human mind. Signifier as a concept and signified as a sound pattern produced from the signifier. According to him, a sign is a concept that forms the contents of the mind as a signifier and an idea or idea of a sign as an example of the word open as a signifier and the signified is the meaning of the signifier through each interpretation.

In Saussure' model of the sign, Saussure use dyadic that there are two components of the sign: Signifier and signified. Saussure emphasized that the link between signifier and signified forms the basis of signs. According to him, the sign refers to the entirety resulting from the relationship between the signifier and the signified. The arrows in the Saussure diagram represent signification, which is the relationship between the signifier and the signified (Chandler, 2007:15). Sign is a collection of concepts from a sign as a signifier with a signified that becomes an idea. For example the sound of open. Signifier is the part of the sign that can be sensed, which is the physical form of the sign. For example, the word *open* is a signifier because it can be heard or read. While, signified is the concept or idea represented by the sign. For example that the shop is open for business. A distinguishable pairing of a signifier and a specific signified is called a sign. If there was a push button within an

elevator, such as a button to open the door, the identical signifier from the word open could represent a different signified and, therefore, be a different sign. In semiotics something meaning related to culture is known as denotation meaning and connotation meaning. Throughout his career, Barthes, a mercurial thinker, had multiple changes of heart on the way signals function. However, the majority of semiotics practitioners now adhere to the fundamental analytical ideas of his first theory. Barthes argues that signifier and signified both have meanings called denotative, connotative meanings. He shares two very significant levels of meaning in the sign namely the level of denotation and the level of connotation. Denotation is a meaning that is referred to clearly or explicitly. On the other hand, connotation is the meaning referred to that is not clear or definite. The connection between sign with denotative, and connotative, demonstrates how culture, ideology, and personal experience all play a role in determining a sign's meaning in addition to the signifier and signified. Saussure's theoretical approach with the concept of sign (signifier-signified) followed Barthes in his theory can be used to analyze the controversy arising from the novel *The Da Vinci Code*. This is because Saussure's and Barthes theory helps researcher to understand how the meaning of signs can be interpreted in different ways by different people. By analyzing how certain signs are interpreted by different audiences, researchers can understand why the novel caused controversy.

In this research, after the research problem is identified and a limitation is made so that the research does not expand and only focuses on controversial utterance signs against human values. In an interesting research, to find the main problem, this research classifies the formulation of research problems into two, namely:

1. What are signifier and signified of controversial utterances in Dan Browns' The Da Vinci Code ?

What are the denotation and connotations of controversial utterances in Dan Browns' *The Da Vinci Code* ?

II RESEARCH METHODS

2.1 Method of Collecting the Data

The method that must be implemented in a research process, while a technique is the practical way to carry out or apply that method. Essentially, the method outlines the framework of action, and the technique serves as the operational tool used to execute it. This distinction is echoed by John W. Creswell in *Research Design: Qualitative, Quantitative, and Mixed Methods Approaches*, where he clarifies: "Methods involve the overall procedures used in research, whereas techniques or instruments are the specific tools employed to collect and analyze data" (Creswell, 2018: 14). Understanding the difference between method and technique is essential for ensuring clarity and rigor in the research process. Thus, the read-note method is essential for qualitative research involving textual analysis, enabling researchers to gather precise data for interpretation. In the context of this research, the researcher conducted a reading of Michael Lewis' book "*The Blind Side: Evolution of a Game*." to obtain the data intended in this research. Method of Analyzing the Data Analyzing the data to determine the important character comes next after all the data has been collected. When examining or evaluating data, the researcher employs the content analysis method. The content analysis approach was chosen because, at its core, it is empirically grounded, explanatory, predictive, and connected to actual phenomena. It indicates that the research data is thoroughly and critically discussed in order to derive a prediction from a significant character in Michael Lewis' book "*The Blind Side: Evolution of a Game*." Through that method, the way the researcher conducts data analysis can

described, namely: 1. The researcher performs coding or data tabulation based on indicators or character model 2. The researcher conducts a research and analysis of each main character main to determine the character model; 3. The researcher discusses the analysis results that have been conducted; and 4. The researcher provides a concluding statement based on the findings in discussion.

2.3 Technique of Analyzing the Data

The researcher applies a descriptive qualitative research method supported by the techniques of close reading and textual analysis to examine character development in the novel. The process begins with reading the novel approximately three times to fully comprehend the plot, themes, and character dynamics. This repeated reading allows the researcher to identify key patterns and significant or unusual language that guide the focus of the research.

The next step involves the use of close reading, where the researcher selects specific quotations such as phrases, sentences, or dialogues that reveal aspects of the character's development and traits. These selected excerpts are chosen for their relevance and depth in illustrating the transformation or consistency of the character throughout the narrative.

Finally, through textual analysis, the researcher interprets the selected quotations using relevant literary theories. This theoretical framework such as Freudian psychoanalysis provides deeper insight into the character's psychological and emotional complexity, resulting in a more structured, meaningful, and academically grounded interpretation.

III RESULTS AND DISCUSSION

In this analysis, the researcher discussed the result of data utterance controversy *The Da Vinci Code* novel by Dan Brown. The data result analysis was finding by reading novel *The Da Vinci Code* as main source in this research. In this analysis, the researcher will be describes what are signifier, signified based on Saussure's theory and denotation, connotation based on

Roland Barthes' theory in the *Da Vinci Code* novel based on formulation of this researcher. The data will be described include data findings, data analysis and discussion of this analysis.

1.1 Signifier and Signified

A sign is a basic concept of the human mind in the form of symbols, words, codes, and

sounds to convey messages to message recipients that have meaning according to the context used. According to Saussure, there are two components in the sign, namely signifier and signified. Signifier is an object that combines signs in the form of writing and sound while signified is the concept of the signifier sign (Chandler 2007: 14-16).

Data 1

Narrative: although Langdon had not the slightest idea what it meant, He did understand Fache's instinct that the pentacle had something to do with **devil worship** (The Da Vinci Code, Chapter 8: 69).

Signifier : Devil Worship

Signified : Something about Satanisme.

In the signified Satanism is a sign that refers to rituals related to the devil. The signified meaning *Satanism* based on Oxford Advanced Learners is the worship of Satan or devil. In linguistic sign, the phrase *devil worship* is a sign that does not have a definite or arbitrary meaning between the signifier and signified meaning where the phrase *devil worship* has another meaning if interpreted verbally but in another context the meaning of *devil worship* is someone who has faith in the devil. In the sign system the word *devil worship* is used as a term for people who believe in the devil.

Data 2

Narrative: Langdon sense his host was a hard man to please. He wondered if Fache had any idea that this pyramid, at president Mitterrand's explicit demand had been constructed of exactly 666 panes of glass a bizarre request that had always been a hot topic among conspiracy buffs who claimed **666** was the number of Satan (The Da Vinci Code, Chapter 4: 40)

Signifier : 666

Signified : A symbol that is used an action related to the devil.

In the symbol of satanic numbers is a symbol used to commit an act of crime. In the context of human values, the 666 symbol is a controversial symbol because it is considered an act of violence and oppression used against others. In linguistic sign, symbol 666 is a sign that has no meaning or arbitrary relationship between signifier and signified because it has a different meaning depending on the context used.

Data 3

Narrative: considering, the poverty from which he had come and the **sexual horrors** he had endured in prison, celibacy was a welcome change (The Da Vinci Code, Chapter 15: 108).

Signifier : Sexual Horrors

Signified : A deception of sex that is themed on violence and frightening.

The signified meaning of sexual violence is a sign where a person is treated badly during sex. The definition of horrific sex is an art form that depicts forced physical sexual violence. In this sign, it is controversial because it is considered a crime where a person becomes a *sexual horror* victim or a rape victim. In linguistic sign, the phrase *sexual horrors* is a sign that has an uncertain meaning relationship between the meaning of signifier and signified where *sexual horrors* in the meaning of the word is a terrible or frightening sex act. In the sign system, this phrase is used in terms of things related to sex that are scary.

Data 4

Langdon: Sophie, the priory's tradition of perpetuating goddess is based on a belief that powerful men in the early Christian Church conned the world by propagating lies that **devalued the female** and tipped the scales in favour of the masculine (The Da Vinci Code, Chapter 28: 172).

Signifier : Devalued the Female

Signified : Insult woman as weak

In the signified meaning, devalue is a sign of verbal crime that makes women useless. In the Oxford Advanced learner's Dictionary the word devalue is to give a lower value to something, making it seem less important it really is. So, in the word devaluing women is to give low value to women as unimportant or useless. In this sign, it becomes a controversy on the part of women where it is considered a picture of discrimination against women, this is usually done in terms of employment, education, and other rights that are weak. In the linguistic sign the phrase *devalued the female* is a sign that has an uncertain or arbitrary meaning between signifier and signified, where in the phrase *devalued the female* does not directly lead to the dignity of women in other contexts it has a different meaning. In the sign system, the phrase *devalued the female* can be used in the context of insulting women as weak or equality between men and women.

Data 5

Teabing: those who look at church scandals and ask who are these man who claimed to speak the truth about Christ and yet lie to cover up the **sexual abuse** of children by their own priests (The Da Vinci Code, Chapter 62: 356).

Signifier : Sexual abuse

Signified : an abnormal sex act

In the signified meaning abnormal sex act is a meaning that can be a controversy because it is considered something that has no moral value or is considered strange. The definition of sexual deviance is a sex act that has a repetitive sexual desire. In another context, it is a disease. In linguistic sign, the word *sexual abuse* has a relational meaning between signifier and signified which has a clear meaning that refers to abnormal sex acts. In the sign system this word is used for someone who has a strange nature.

Data 6

Reporters: Many call opus Dei a **brainwashing** cult, Other call you an ultraconservative Christian secret

society. Which are you? (The Da Vinci Code Chapter 5: 50).

Signifier : Mind control.

Signified:The act of manipulating someone to get something they want

In the data above, the word brainwashing has another word namely mind control. The signified meaning of manipulating someone is a sign of crime or discrimination against someone. In this sign, it becomes a controversy because it is considered to have done something evil by forcing someone to do something they want by influencing someone who is weak. Based on the Oxford Advanced Learner's Dictionary the word *Brainwashing* means forcing something on someone to accept an opinion or idea. This is something that can harm a person who has been fooled by someone who influences them. In linguistic sign, The word *brainwashing* has a relational meaning relationship between signifier and signified which has a clear meaning to influence someone. In the sign system, the word *brainwashing* is a sign in a communication that is used to explain criminal acts or crimes.

Data 7

Narrative: one miles away, the hulking albino named Silas limped the front gate of the luxurious brownstone residence on Rue La bruyere. The spiked **cilice belt** that he wore around his this cut into his flesh, and yet his soul sang with satisfaction of service to the Lord (The Da Vinci Code, Chapter 2: 27).

Signifier : Cilice belt

Signified : a self whipping tool for the forgiveness.

In the data above, the signified meaning of whipping oneself is a sign of torturing oneself by using a spiked whip. This sign, is a controversy in the form of discrimination because it tortures oneself as a remission of sins. In the Oxford Advanced learner's Dictionary, the word *cilice or flagellate* is to whip yourself or someone else as a religious punishment or as a way of experiencing sexual pleasure. In terms of many critics argue that this is a form of violence against human beings as a form of discrimination against a person. In the linguistic sign, the

relation between signifier and signified are arbitrary where the signifier describes an object and the signified is a tool to punish oneself. In the sign system, the phrase *cilice belt* is a sign used to describe an object for punishment.

Data 8

Narrative: then, gripping one end of the rope, he close his eyes and swung it hard over his shoulder, feeling the knots slap against his back. He **whipped** it over his shoulder again, slashing at his flash again and again he lashed (The Da Vinci Code, Chapter 2: 30).

Signifier : Whip

Signified : The act to punish someone or somebody make harder

In the signified the word whip is the act of hitting someone hard and sadistically. In the Oxford Advanced Learner's Dictionary the word whip is to hit a person or animal as a punishment or to make them go faster or work harder. In the context of human values, the word whip is a sign of violence and inhumane oppression, which is very contrary to human values. Based on the linguistic sign, the word whip is a sign that has a relationship between signifier and signified which has a meaning that refers to a punishment for a person or animal. In the sign system, whip is a language sign used in communication that describes a crime.

Data 9

Aringarosa: of course, the ultimate embarrassment had been the widely publicized trial of FBI spy Robbert Hanssen, who in addition to being a prominent member of Opus Dei, had turned out to be a **sexual deviant**, his trial uncovering evidence that he had rigged hidden video cameras in his own bedroom so his friends could watch him having sex with his wife (The Da Vinci Code, Chapter 5: 51).

Signifier : Sexual deviant

Signified: A person who becomes a sex slave or sex trafficker

In the data above, the signified meaning of sex deviant is a sign of crime which has violated human rights. This sign is controversial among the public because it is considered very dangerous for someone's future that will destroy their future. The definition of the word *sexual deviant* is an act of human trafficking to become a sex slave. In this case, human trafficking is a crime that will harm someone and destroy the victim's future. In linguistic sign, the phrase *sexual deviant* is a sign that does not have a meaning relationship between the signifier and signified meaning where if the two words are connected with other words, the meaning will change. In the sign system this word is used for someone who has an abnormal sexual relationship.

Data 10

Narrative: Fache shock his head. The security gate separated Sauniere from his attacker. **The killer** was locked out there in the hallway and shot Sauniere through this gate (The Da Vinci Code, chapter 6: 56).

Signified : The killer

Signified : A crime against someone to death.

The signified meaning of a criminal is a sign that refers to someone committing a crime. This sign is controversial because it is an act of discrimination against a person, which can endanger or eliminate the life of the victim. In the Oxford advanced learner's Dictionary the word *killer* is a person who make someone or something die. In this case, it becomes a crime to take someone's life in a horrible way. In linguistic sign, the word the *killer* has an uncertain or arbitrary meaning between signifier and signified. In the sign system this word is used for someone who commits murder, but has another meaning when the word is used in a different context.

Data 11

Langdon: in the battle between the pagan symbol, the pagans lost, poseidon's trident become the devil pitchfork, the wise crown's pointed had become the symbol of **witch**,

and Venus pentacle became a sign of the devil (The Da Vinci Code, Chapter 6: 62).

Signifier : Witch

Signified : someone who has dark powers or is called a wizard

The signified meaning of a person who has evil powers is a sign related to evil or bad nature. In the Oxford Advanced Learner's Dictionary the word *witch* is a woman who is believed to have magic power, especially to do evil things. The word *witches* has become a controversy in society which has positive and negative perspectives. In the context of religion, witches are someone who opposes religion by believing in Satan rather than God, but in the context of culture in society *witches* are not always evil, in society there are some *witches* who can heal and even believe in God. The difference of opinion becomes a controversy in society, which has different points of view. In linguistic sign, the word *witch* does not have a definite arbitrary meaning between signifier and signified where the word *witch* has a meaning as a woman who has magic powers and also as a witch or witch who is dark. In the sign system the word *witch* is used for someone or a woman who has dark powers.

Data 12

Aringarosa: Da Vinci had always been awkward subject for historians, especially in Christian tradition despite the visionary genius, he was flamboyant **homosexual** and worshiper nature's divine order, both of which placed him in a perpetual state of sin against God (The Da Vinci Code, Chapter 8:72).

Signifier : Homosexual

Signified: A man who have attracted to same gender

The signified meaning of a man who has an attraction to the same gender is a deviant sign. Based on Oxford Advanced Learner's Dictionary *Homosexual* is a man who is attracted to people of the same sex. In this word is controversial in various contexts both in the context of religion, culture, and social society. In the religious

context this is very against the values of religious values or violating God's commandments, as well as in the social context this is against social values that can have a bad influence on young people who damage their future. However, there are some communities that still allow same-sex relationships based on human rights. In linguistic signs, the word *homosexual* is a sign that has a relational or conventional between signifier and signified where the word *homosexual* is used for a man who has sexual attraction or desire with a man of the same gender. In the sign system this word is used in the sign of someone who has a deviant sexual relationship.

Data 13

Langdon: I understand your concerns, but Da Vinci never really practised any **dark arts** (The Da Vinci Code, Chapter 8:73)

Signifier : Dark arts

Signified : Something related to dark or scary themes.

The signified meaning of something related to the theme of dark or terrible themes is a sign of a work that has a secret usually tends to be sexual. This sign is a topic of debate in society because it is considered to affect the life of evil. In addition, it can be considered as a work that is not in accordance with moral and ethical values in a work of art. The definition of dark art is a work of art that has a terrifying theme for art lovers. In linguistic sign, the phrase *dark arts* is a sign that has an uncertain meaning between signifier and signified where this phrase has another meaning if used in a different context. In the sign system, the phrase *dark arts* is used in a work of art that has a dark theme.

Data 14

Narrative: his drunked father' a burly dockworker, enraged by the arrival of an albino son beat his mother regularly, blaming her for the boy tried to defend her, he too was badly **beaten** (The Da Vinci Code, Chapter 10: 84).

Signifier : Beaten

Signified: an act of torturing someone in cruel way.

In signified torture is a sign of a crime of physical violence. In the Oxford Advanced learner's Dictionary the word *beaten* is to hit or kick someone too hard and many times. In this word becomes controversial in several ways, being beaten cruelly will be harmful to the psychology of someone especially young people or adolescents, besides this can be considered as an act of oppression or humiliation of the victim. In linguistic sign, the word *beaten* is a sign that does not have a definite or arbitrary meaning between signifier and signified where the word *beaten* has different meanings such as kick and hit, both meanings of the word *beaten* have their respective meanings in language. In the sign system the word *beaten* can be used with other signs that refer to acts of violence.

Data 15

Narrative: sophie's passion and aptitude for cryptography were a product of growing up with Jacques Sauniere a **fanatic** himself for codes, word games and puzzles (The Da Vinci Code, Chapter 16: 113).

Signifier : Fanatic

Signified: someone who has strong a view on a belief.

Someone who has a strong view of thinking is a sign of not accepting other people's opinions. In the oxford Advanced Learner's Dictionary the word *fanatic* is a person who is extremely enthusiastic about something. This word has become controversial because it is considered to cause conflict between groups because it does not respect the opinions of others. It discriminates against groups that do not share the same views. In linguistic sign, the word *fanatic* is a sign that has an uncertain meaning between signifier and signified where the word *fanatic* in different contexts will have different meanings. In the sign system, the word *fanatic* can be used in communication for people who have strong beliefs.

Data 16

Narrative: not event feminine association with the left hand side could escape the church's

defamation (The Da Vinci Code, Chapter 28: 174).

Signifier : Defamation

Signified : an act of defamation someone's reputation

In the signified meaning, defaming someone's reputation is a sign of a crime that is very controversial in the social environment. This word is controversial because it is considered a violation of human rights that will make a person destroy his reputation both in work, education, and the right to freedom of speech. In the Oxford Advanced Learner's Dictionary the word *defamation* is the act of demaging someone's reputation by saying or writing bad or false things about them. Based on linguistic sign analysis, the word *defamation* has a similar relationship between signifier and signified. The word *defamation* is a language sign system in a communication that has a meaning that can harm a person or a company to its reputation. In linguistic sign, the word *defamation* is a sign that has a definite or conventional meaning which can be used as an act of defaming someone's good name or reputation. In the sign system, the word *defamation* can be used in the speech to defame someone's reputation.

Data 17

Langdon: the brotherhood's history spanned more than a millennium an astonishing chronicle of secret, **blackmail**, betrayal and even **brutal torture** at the hands of an angry pope (The Da Vinci Code, Chapter 37: 217).

Signifier : Blackmail

Signified : an act of threatening someone with the aim of asking the Victim for money.

In the signified meaning, asking someone for money in a threatening manner is a sign of evil that can make someone feel afraid. In this word is very controversial because it is considered an act of violence or torture against the right to human freedom. In the Oxford Advanced Learner Dictionary the word

blackmail is the crime of demanding money from a person by threatening to tell someone else a secret about them. Based on linguistic sign analysis, the word *blackmail* is a sign that has a conventional or relational meaning where the word *blackmail* has a clear meaning in an act of asking for something by threatening to reveal the victim's secret. In the sign system, the word *blackmail* is used in language for a crime.

Data 18

Signifier : Brutal torture

Signified : A criminal act committed by someone to cruelly persecute another person.

The signified of the phrase brutal torture is an act of cruelly mistreating someone. In the Oxford Advanced learner's dictionary the word brutal is cruel or violent and torture is the act of causing someone severe pain in order to punish them or make them say or do something. In this phrase, it is an act that violates human rights because it is considered an act of violence or oppression of others. In linguistic sign, this phrase has a relational relationship between signifier and signified which refers to an act of violence. In the sign system, this phrase is used in communication which has the meaning of cruel persecution or oppression.

Data 19

Langdon: at dawn on the thirteenth, the documents were unsealed and their appalling contents revealed Clement's letter claimed that God had visited him in a vision and warned him the Knights templar were heretics guilty of devil worship, homosexuality, defiling the cross, **sodomy** and other blasphemous behaviour (The Da Vinci Code, Chapter 37: 220).

Signifier : Sodomy

Signified : a sexual act between men of the same sex.

In the signified, the word sodomy is a sex act that involves two people of the same sex penetrating the anus or having oral sex. In the Oxford Advanced Learner's Dictionary the word

sodomy is a sexual act in which a man puts his penis in somebody's, especially another man's, anus. The word sodomy is an act that is considered a violation of human rights because it is an inhumane treatment. In linguistic sign, the word sodomy has a relational meaning relationship between signifier and signified because it refers to the act of oral sex.

Data 20

Narrative: outside, **The hookers** were walking over to see what was going on (The Da Vinci Code, Chapter 38: 227).

Signifier : The hookers

Signified : an act of selling oneself by having sex.

In the signified meaning, the act of prostitution of having sex for money is an act that is considered immoral and ethical. This is very controversial in society. This word is controversial because in addition to being considered immoral, this act of prostitution can be considered an act of crime against women who work in the industry. In the Oxford Advanced Learner's Dictionary the word *the hookers* is a prostitute or a woman who has sex with a man for money. Based on linguistic sign, the word *the hookers* has an unclear or arbitrary meaning between signifier and signified which has different meanings in other contexts. In the sign system, the word the hookers is used as a term for prostitution or free sex, in other contexts it has a meaning as a term for soccer players.

Data 21

Teabing: a women who carried with her a secret so powerful that if revealed, it **threatened** to devastate the very foundation of Christianity (The Da Vinci Code, Chapter 56: 322).

Signnifier : Intimidate

Signified : an act of doing something crime to someone if it does not get what it wants.

In the data above the word threatened has another word, namely intimidate. In the signified meaning, intimidate is the act of doing something

crime to someone if it does not get something what it wants. This word is controversial because it is considered something that is not good or an act that torments the soul of someone who feels afraid of the threat. In the Oxford English Learner's Dictionary the word *intimidate* is to say that you will cause trouble, hurt someone, if you do not get something you want. In linguistic sign, the word threatened is a sign that has a clear or relational meaning relationship between signifier and signified which has a meaning that can make someone feel afraid. In the sign system this word is used in criminal acts that make someone feel afraid.

Data 22

Langdon : actually Da Vinci was in tune with the balance between male and female. He believed that a human soul could not be enlightened unless it had both male and female elements. Someone called, you mean like **chicks with dick**? (The Da Vinci Code, Chapter 26, 166)

Signifier : Chicks with dick

Signified : An expression used for a transgender woman

In the phrase *chicks with dick* is a language style used to refer to transgender women. In the social context or human values, this phrase is a controversial sign because it is considered a discrimination and violation of human rights against women. In linguistic sign, this phrase has no meaning or arbitrary relationship between signifier and signified where in the word structure signifier refers to animals while signified refers to humans.

Data 23

Aringarosa: you are **buying me off**? playing me to go quietly? When Opus Dei is the only remaining voice of reason (The Da Vinci Code, Chapter 100: 545).

Signifier : payoff

Signified : the act of influencing someone with money to do something desired

Signifier in the phrase buying me off has another word that is payoff. Payoff is an act of bribing someone with money to do something that is desired. The phrase Buying me off is interpreted as the act of bribing someone. In the Oxford Advanced Learner's Dictionary the word payoff is a payment of money to someone so that they will not cause you any trouble or to make them keep a secret. The word payoff is an act that affects human rights because it is considered to gain unfair advantages and harm others. In linguistic sign, the word payoff is a sign that has no meaning or arbitrary relationship between signifier and signified, Where structurally the word has a literal different meaning.

Data 24

Narrative : a BBC reporter said, her voice **accusing**. Last night, your captain publicly charged two innocent people with murder (The Da Vinci Code, Chapter 103: 562).

Signifier : Accusing

Signified : the act of blaming someone.

The signified meaning of the act of blaming someone is a form of crime where accusing someone of being guilty without having clear evidence. In the Oxford Advanced Learner's Dictionary the word accusing is showing that you think someone has done something wrong. In linguistic sign, the word accusing has a relational meaning relationship between signifier and signified.

1.2 Denotation and Connotation

In semiotics, denotation and connotations are terms describing the relationship between the signifier and its signified and an analytic distinction is made between two types of signified; a denotative signified and a connotative signified. Meaning includes both denotation and connotations. Denotation tends to be described as definitional, literal obvious or common sense meaning of the sign. In the case of linguistic signs, the denotative meaning is what the dictionary attempts to provide. The connotation meaning is additional meaning contained in denotative sign between signifier and signified. The term connotation is used to refer to the socio cultural and personal associations of the sign (Chandler 2007: 137-138).

Data 1

The signifier *devil worship* contains denotation and connotation meanings. In the **denotation** or literal meaning, the word devil means an evil spirit or Satan and worship is a strong feeling of love and respect for someone/something. The denotation meaning explains an act of believing in the devil and giving respect to Satan or evil. In this of definition it has **connotation meaning**, that describes an act of someone who has believes Satan rather than God. It goes against God or against religious values.

Data 2

The signifier *666* has denotation and connotation meanings. The **denotation meaning** is a number or numeric number, based on the context of the novel *The Da Vinci Code*, the symbol *666* is used as a demonic number. In the **connotation meaning** *666* shows a symbol of evil.

Data 3

The signifier of the *sexual horros* sign has a meaning that contains denotation and connotation meanings. Sexual means connected with the physical activity of sex, and horros means a feeling of great shock or fear. The **denotation meaning** describes a frightening sexual activity or sexual relationship. In the context *The Da Vinci Code* *sexual horros* is used to describes an act of illegal intercourse coupled with fear that threatens the victim. In the **connotation meaning** explains a violence or discrimination against a victim.

Data 4

In signifier *devalued the female* is a sign that contains denotation and connotation meaning. Devalued means to reduce the value of money in this way or to give a lower value to something, making it seem less important than it, female means woman or a girl. In the **denotation meaning**, *devalued the female* describes something that dehumanizes or insults women as weak people. In the **connotation meaning**, describes an act that makes a woman useless or someone who is weak.

Data 5

In the signifier, the sign of *sexual abuse* has a meaning that contains denotation and connotation. Sexual is an activity of sex relationship, and abuse is cruel or violent treatment of somebody. In the **denotation meaning** explains a sex act that has a repetitive sexual desire or it refers to any action or behaviour that is non-consensual and unwanted. This can include a range of acts such as sexual harassment, sexual assault and rape. In the **connotation meaning**, it explains a felling of fear, anger, guilt, and shame. The term sexual abuse also carries connotations of power or control, as it often involves one person their authority to exploit and violet another. This connotations highlights the harm and trauma that can result from such actions.

Data 6

The word of the *brainwashing* consist of brain and washing, brain is the organ inside the head that controls movement, thought, memory and feeling, and wash means clean something use water. In the **denotation meaning** is cleaning the brain or body organs. In the denotation meaning has another meaning if it is used in the context politic or social environment that describes the act control of human mind or manipulating. In the connotation meaning, it describes the act of manipulating or influencing someone. The **connotation meaning** can influence other meanings, namely a criminal act or violation of human rights.

Data 7

In the signifier, the cilice belt sign has a **denotation meaning** that describes an object or tool for self-punishment. Cilice means clothing made of coarse material or animal skin, while belt means a long narrow piece of leather, and cloth. It is usually used as a whipping tool to punish someone. In the social context, it has a negative **connotation meaning** which explains it as a form of self-torture or crime.

Data 8

In the signifier of the *whip* sign, it contains a **denotation meaning**, which is a form of hitting someone hard in another sense whip is make something move quickly and suddenly or violently in a particular direction. In the social context, it contains **connotation meaning**

describes an act of forcing or punishing someone for wrongdoing but this act is done cruelly. In the connotation meaning, this action shows inhumanity or discrimination against someone.

Data 9

The signifier of the *sexual deviant* sign contains the **denotation meaning** of a desire to have sex. Sexual is act of sex relationship while deviant is something different from what most people consider to be normal and acceptable. This includes sexual attraction to children, animals or inanimate objects peeping at someone who has no clothes on, to satisfy sexual desires. In the **connotation meaning** explains an unhealthy or abnormal act. Connotation meaning can affect other signs such as health, fear, psychological

Data 10

In the signifier, *the killer* sign has a **denotation meaning** is the act of person who intentionally kills another person. In the **connotation meaning**, the word killer has a negative connotation, suggesting a person who commits murder or takes life in a violent or intentional manner. This word has another meaning depends where this word is used.

Data 11

The signifier of the *Witch* sign has a **denotation meaning** that describes someone who has magic powers. The word *Witch* is used in several contexts, often used in everyday life, folklore and fantasy to describe someone who has evil powers. In the **connotation meaning** of the *Witch* sign explains an evil deed related to the devil. This word has a negative connotation meaning that explains something evil, evil power, and Marginalized women.

Data 12

The signifier *homosexuality* contains both denotation and connotation meanings. The word Homo means the same, in this context meaning the same sex. Meanwhile, sexuality means the act or drive of having sexual attraction and relationships. So, the literal meaning or *denotation meaning* explains a man who has sexual attraction or desire for the same sex. In the connotation meaning, it describes an action

that can deviate or oppose moral and religious values.

Data 13

The signifier *dark arts* contains both denotation and connotation meanings. The word dark means not light; closer in shade to black than to white and the word arts means the imagination to express ideas or feelings, particularly in painting, drawing or sculpture. The **denotation meaning** describes artworks that are dark in colour. In the **connotation meaning**, it explains something related to the theme of dark themes or dark secrets hidden behind the artwork.

Data 14

The signifier of the sign *beaten* contains denotation and connotation meanings. The word beaten is taken from the word beat which means to beat someone in competition. In the context used in the Da Vinci code novel, the word *beaten* has a denotation meaning that means to hit someone cruelly several times. In the **connotation meaning** of the word *beaten* describes an act or action of someone who is so cruelly discriminating against someone.

Data 15

In the signifier, the *fanatic* sign has a meaning that contains denotation and connotation meanings. The **denotation meaning** explains a dangerous or extreme opinion. In the **connotation meaning** explains an act or action that does not respect the rights of freedom and opinions of others.

Data 16

In the signifier of the sign *defamation*, the **denotation meaning** explains an act of defaming someone's reputation through saying or writing something bad about someone. In this sign, it contains **connotations** or additional meanings that explain feelings of fear, emotion and discrimination against human rights.

Data 17

In the *blackmail* signifier, it contains a literal meaning which means dark letter, denotation meaning in the context of the novel Da Vinci Code, the word blackmail is used as an

act of asking someone for something or money by threatening to do something bad if not done. In the connotation meaning, it describes a criminal act, which can trigger emotions or fear.

Data 18

The signifier *brutal torture* has both denotation and connotation meanings. Brutal means violence or cruelty while torture is an act that causes someone to feel pain for punishment in order to do something. The **denotation meaning** or literal meaning is the act of cruelly persecuting someone. The **connotation meaning** is an act crime or discrimination against someone.

Data 19

The signifier *sodomy* has both denotation and connotation meanings. The **denotation meaning** explains the sex act performed by same-sex men or homosexuals. In the **connotation meaning** explains an act that is unethical or has no morals.

Data 20

In the signifier, *the hookers* has both denotation and connotation meanings. It contains a **denotation meaning** that means a curved piece of metal, plastic or wire for hanging things on, or catching fish. The word hook is used as slang which means to hook or something that attracts attention or that can describes someone who works as a prostitute. In the **connotation meaning** explains an act that is dirty or unclean, a family disgrace, despicable, a deviation.

Data 21

In the signifier *intimidate* has a meaning that contains denotation and connotation. In the **denotation meaning**, the word *intimidate* describes an utterance to hurt someone or make someone afraid if the request is not granted. In the **connotation meaning**, it describes is treatment or discrimination against a person.

Data 22

In the signifier *chicks with dick*, is slang that refers to humans or in the **denotation meaning** is women with male genitalia. In the context of the denotation meaning of women

with male genitalia, it contains a connotation **meaning** that describes a transgender person.

Data 23

The signifier *payoff* has both denotation and connotation meanings. The word pay means giving someone money for work, goods or services, while off means not functioning, in the context of money means price. The **denotation meaning** describes an act of paying someone a reward with money. In this context, *payoff* means the act paying someone in order to do something or shutting someone up with money. In the *connotation meaning*, it describes the act of benefiting and harming others.

Data 24

In the signifier *accusing* means saying something that someone has done something wrong. In this context, it explains the **denotation meaning**, which is an act of blaming someone without having an evidence. In this denotation meaning, it can damage a person's reputation due to the words or actions of the slander. In the **connotation meaning**, it can explain an act of judging someone or slandering someone on prejudice or conjecture that can result in a person's reputation becoming bad.

1.3 Result Findings

Signs are very important in human life to communicate to convey messages through language. In society we use language as a system to communicate which can give different meanings depending on the interpretation of each message recipient. Signs play an important role in human language to communicate ideas or human mind. Some functions of signs used in society are communicating using verbal language or known as speech using words that can provide meaning depending on the context conveyed, signs are also used to describe a self-identity through works of art, music, songs, novels and other works. In addition, signs are used to describe cultural values that can help society strengthen social values and values humanity. Understanding a language sign in communication can provide different intrepretation due to the use of words, expressions and intonation in the language used has different meanings in society, especially in social cultures and different languages.

Based on the explanation and data analysis of controversial utterances in Dan Brown's *The Da Vinci Code*, 24 signifier and signified were found which explain the linguistic sign in Saussure's theory and based on the signifier sign, 24 denotation and connotation meanings were found in Barthes' Theory on controversial utterances in Dan Brown's *The Da Vinci Code*.

In the novel *The Da Vinci Code*, there are verbal language signs that are controversial in social and human values, where Dan Brown uses controversial verbal language through narration and characters in the story. Verbal signs used

such as the words murder, torture, blackmail, sexual harassment, and very deviant verbal language in the form of the words sodomy, homosexual and other verbal language. In this verbal language sign can affect the negative connotation meaning where the sign is considered as a crime or action that can cause conflict in society. In addition, the verbal language signs found need to be understood in depth because each language sign can change meaning depending on the context in which the language sign is used.

IV CONCLUSION

The Da Vinci Code novel tells the story of a murder case at the Louvre Paris involving professor Langdon as a suspect in the murder. Then Langdon discovered the dark secret behind the murder case where he found a conspiracy involving the Catholic Church having a secret organization called the Priory of Sion. In this research, using the novel *The Da Vinci Code* as the object of research to find signs and meaning that used in utterances. This research aims to explain the linguistic signs that are controversial utterances in the values of humanity and explain the meaning of sign controversial in utterances used through the analysis of denotation and connotation meanings.

Based on the results of data analysis found on controversial utterances in Dan Brown's *The Da Vinci Code*, through linguistic sign analysis and analysis of denotation and connotation meanings, it can be concluded that the novel *The Da Vinci Code* contains language signs and meanings that can be controversial to values humanity where Dan Brown uses violent language signs such as murder, insults, defamation, blackmail, discrimination against women and other controversial signs that have

meaning as acts of discrimination and violations of human rights.

Suggestions

Language is a system used by humans to communicate, to convey messages, ideas and feelings. In language we can establish good communication, in society and the state. However, if language is used as a communication tool to commit an insult, discrimination, it can cause conflict and debate between societies. In this research, it is recommended to always maintain harmony in society, respect the opinions of others and not use language as a tool for an act of discrimination in humanity. In addition, we need to be understood sign in depth because each language sign can change meaning depending on the context in which the language sign is used. Hopefully, this research can be useful for readers to be used as a source of reference on controversial issues that always occur in human life and it is hoped that this research will also be used as a source of reference in the next research.

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