ABSTRACT

Obento is a type of lunch that originated from Japan and has become one of the Japanese popular cultures that attract the attention from people around the world. As it isn't just ordinary lunches which can only help reduce hunger, but also warms the hearts with hidden meanings that helped spice up the highly nutritious dishes in obento's deliciousness, as depicted in manga "Takasugi-san Chi no Obento" by Nozomi Yanahara.

That manga tells the daily life of Takasugi's that began with a cold atmosphere to slowly warm up through the 'warmth' of obento. For example, when they were cooking lunches together for the next day, and when cooking special lunches that are expected to provide encouragement during the test, and so on.

By using Barthes' semiotic theory and methode which focuses on the signs in the form of images and text, this research will attempt to uncover what are the hidden meanings behind the obentou.

The result shows that obento can express their maker's feeling that represented from this manga. Such as represent "taisetsuna mono", affection from mother and so on.

Keywords: obento, manga, hidden meanings, Barthes' semiotics.