

*Manga* is Japanese comic art which has humor, satire, exaggeration, and wit. This comic art includes caricature, cartoon, editorial cartoon, syndicated panel, daily humor strip, story-*manga*, and animation. The dialogue and the visuals in *manga* are not just expressed through the written words, drawn characters, and landscapes within (or jutting out of) a panel's rectangles, but also through the decorative backgrounds inside the panels. Each panel of *Shojo manga* often applies certain decorative backgrounds behind the characters. Based on the context, this thesis attempts to analyze the pattern of decorative background in *Shojo manga* (girls *manga*) in selected *manga* entitled *Max Lovely* and *Love Km* using the theory of semiotics proposed by Roland Barthes. All parts inside the panel such as character's expression, dialogue, contextual sign, caption and decorative background are used as signs. A sign consists of signifier and signified which help the writer in making the interpretation. There are four major decorative backgrounds that will be analyzed in this thesis. They are square background, flower background, dots background and abstract background. These patterns are used to find out the linguistic message (dialogues), denotation (images inside panel) and connotation (emerged meaning) which can be used to find how each pattern signifies certain moods. The result of this study is that each pattern of decorative backgrounds applied certain moods. The moods are panic, nervous, happy, shy, confused, and angry.

*Key words: sign, signifier, signified, linguistic message, denotation, connotation, contextual sign, caption.*

