[](http://crossmark.crossref.org/dialog/?doi=10.33153/dewaruci.v17i2.4147&domain=pdf)The Culture of Mutual Cooperation as an Instrumental Value in the Illustration of Urip iku Urup

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| ABSTRACT |  |  |
| The illustration "Urip iku Urup," which translates to "life is burning" in Javanese, is a rich tapestry of aesthetic elements that convey the profound meaning of this phrase. This study delves into the cultural significance of mutual cooperation in society, using the Charles Sanders Pierce Semiotics approach to analyze the illustration. Employing a descriptive qualitative research method, this analysis examines the signs and meanings embedded in the artwork to understand how visual elements represent mutual cooperation as a form of goodness and sharing in everyday life. The results demonstrate that "Urip iku Urup" effectively utilizes cultural and social symbols to convey a moral message about the importance of positive individual contributions to the community. This analysis provides a deeper understanding of how visuals can be used to communicate ethical values and strengthen social bonds through artistic representation.  [https://licensebuttons.net/l/by-sa/3.0/88x31.png](http://creativecommons.org/licenses/by-sa/4.0/)This is an open-access article under the [CC–BY-SA](http://creativecommons.org/licenses/by-sa/4.0/) license |  | Article History  Received 2020-03-31  Revised 2020-09-23  Accepted 2021-03-01  Keywords  illustrations  morals  visuals  symbols |