CHAPTER I

INTRODUCTION

This chapter deals with the discussion of background of the research, statement of problem, research objective, research significance and clarification of key terms.

1.1 Background of the study

Movie is a series of moving pictures recorded with sound that tells a story and watched at movie theater or on a television or other device (Oxford Lerner's Dictionaries, 2000). Movies are one of the favorite shows for some people because they look attractive and can provide entertainment for the audience. Movie also contains many devices such as audio, visual, and drama. Thus, movie can be trusted as a medium that covers many social spheres which has the potential to influence its audience. There are many elements that supported the movie itself as whole. In movie we can found elements such as musics, sound, images, lighting, framing, and some dialogues. Those elements can make the audience not getting bored because those elements can support the movie. The images and the dialogues can make a new information for those audience and also those elements is a tool of communication between the author to the audience. Movies can convey messages conveyed by the author, apart from being a means of entertainment the messages conveyed can provide benefits such as for example motivation and also confidence for the audience, the moral messages displayed can make social reality through visualized stories.

In the history of its development, movies have developed into various types of genres. These various genres include action, science fiction, romance, drama, adventure and comedy. Related to this research, the researcher chose a movie with the action genre. This movie was a success in the market because it won the title of best action movie at the

Award. Movies can show positive or negative things. Action movies are closely related to violence, Violence study reported that 91% of the action movies on the television contained violence (Worth et al., 2008, p. 5)

violence in media has become more and more prevalent in daily media as the years go by. It shows itself in video games, social media, tv, and movies (Savino, 2018). The movie chosen in this study is entitled KINGSMAN: The Secret Service by Matthew Vaughn, this movie has a total audience more than 1 million viewers worldwide.

KINGSMAN: The Secret Service by Mattew Vaughn is a movie released in 2014 which tells the story of a secret organization that is looking for secret agents to be able to eradicate big crimes. This movie tells the story of how someone is educated in such a way as to become a person who is ready when on the battlefield. The characters shown are teenagers who still have to find their identity at a young age. In the movie *KINGSMAN: The Secret Service* by Matthew Vaughn, Eggsy struggles to become a secret agent called Kingsman. Eggsy comes from a simple family where Eggsy's mother is married to someone who often does arbitrary things. Thus, there is some violence in the household. Eggsy's mom is a single parents, but he met Dean to become her husband. Dean is a rude man, he always makes Eggsy's mom feel hurt. She always look uncomfortable, hurted, and stressed. The acts of violence shown in movies are events that often occur in people's lives. This acts of violence appeared at minute 31 and lasts for 1 minute.

This study discusses violence in the movie *KINGSMAN: The Secret Service*. Based on Johan Galtung's definition in the book entitled "*Peace by peaceful means: peace and conflict, development and civilization*" violence means harming and/or hurting (Galtung, 1996). *KINGSMAN: The Secret Service* by Matthew Vaughn is a movie that identifies how violence is perpetrated. The director of *KINGSMAN: The Secret Service* by Matthew Vaughn tries to show how violence exists with the conditions of society in the world. In the movie, the director tries to describe how bad the impact of violence on the victims is. When watching this movie, the audiences get several things that show violence. This movie is able to raise the phenomenon of violence that occurs in the community, so that the audience can accept the facts, views and also their thoughts on a reality that is

presented through the movie. The case of violence shows in minutes when Eggsy who is a secret agent named Kingsman then comes against Richmond who is trying to destroy humans in order to create a new world. The spirit that is in the characters of Eggsy and also Roxy who is able to struggle under pressure. Based on the phenomena contained in the movie, the researcher conducts a deeper study of the movie *KINGSMAN: The Secret Service* by Matthew Vaughn in order to understand the kinds of violence that was contained in the movie.

In conveying the messages and thoughts, will give implied signs. These signs then become a communication process and can bring up an understanding of the message being conveyed. The study of signs can be known as semiotics. Therefore, this study uses a qualitative method with a semiotic analysis approach. Semiotic study can analyze not only written and spoken language but can also analyze the semiotic signs and the messages conveyed by verbal and visual signs (Juliantari, n.d.). Semiotic is a very diverse field that includes various types of signs conveyed through various media and channels, socially regulated sign systems, and from the conditions of signification or the making of meanings from signs. Semiotics itself is a study of learning about signs and is closely related to linguistics where this study can explore more specific meanings of language. In its development, the concept of semiotics is divided into various concepts, namely the semiotic concept of Ferdinand De Saussure, Charles Sanders Pierce, John Fiske and Roland Barthes. The main concept of John Fiske is to focus on three elements, namely signs, codes, and culture. Ferdinand De Saussure divides the main concept into two parts, namely signs and markers. It's different with Charles Sanders Pierce who divides his concept into 3 parts, commonly known as the triadic triangle. However, it is different from the last semiotic figure, where the focus of his study is on connotation, denotation and myth.

Charles Sanders Perice classifies his theory based on sign, object, and interpretant. Basically, this movie consists of many signs which are presented by the writer in conveying a message. Therefore, a study that

needs to be focused in the analysis, semiotic studies are the right field of study to be able to read the meaning contained in a movie. Sign analysis will later lead to proof that every sign in the data will be defined into three categories, namely signs, objects and interpretants.

Typically based on the description above, the purpose of the study is critically analyzing the violence that is represented in *KINGSMAN: The Secret Service* by Mattew Vaughn. This study uses images and subtitles as the media to be analyzed. The data collected is based on observations of the images and dialogue in the movie KINGSMAN: The Secret Service by Mattew Vaughn. In the movie KINGSMAN: The Secret Service by Mattew Vaughn the author presents data in the form of choice of words and also images with symbols that appear in the movie indicating violence. Therefore, it will be explained about the symbols and their contained meanings which appear in the choice of words and also the images in the movie KINGSMAN: The Secret Service by Mattew Vaughn.

1.2 Statement of Problem/Research Question

A movie is a communication tool for someone to deliver messages to everyone. The movie is a reality from real life which is then packaged in such a way to be able to attract the audience. The need for the use of visual signs departs from the reality that visual language has distinctive characteristics that can cause an attractive effect the observers. Like the reality of real life, the Kingsman movie provides scenes that include the reality of violence. The acts of violence were identified using several statements of problem proposed.

It is suitable to the background above, the author tries to figure out and describe the content's of violence in *KINGSMAN: The Secret Service* by Matthew Vaughn. The author aims to analyze the sign, object and interpretant of violence in *KINGSMAN: The Secret Service* by Matthew Vaughn. Based on the explanation in the background, the formulation of the problem contained in this study is:

1. What are linguistic signs of violence represented in *KINGSMAN: The Secret Service* by Mattew Vaughn?

2. What are visual signs of violence represented in the *KINGSMAN: The Secret Service* by Mattew Vaughn?

3. What is the relation between linguistics sign and visual sign?

1.3 Research Objective

The purpose of this research is to explain and analyze the sign, object and interpretant of violence. The author hopes this research can give benefit for the reader, especially for literature students who wants to know about violence in movie Referring to the statement of problems, the objectives of this research are:

1. Identify and describe the linguistic signs of violence in *KINGSMAN: The Secret Service* by Mattew Vaughn.

2. Identify and describe the visual signs of violence in *KINGSMAN: The Secret Service* by Mattew Vaughn.

1.4 Research Significance

This study aims to determine the violence shown by the writer in *KINGSMAN: The Secret Service* by Mattew Vaughn. This research benefit is to know how much violence sign appear and being used in *KINGSMAN: The Secret Service* by Matthew Vaughn. This research can also to expect a young generation to be more careful in society. This research has three significance, those are:

1. Theoretically, this research is carried out and is expected to add to the study of semiotics in the scope of violence and morals. In other respects, this research is also expected to be useful for anyone who is seeking knowledge about violence through the movie *KINGSMAN: The Secret Service* by Mattew Vaughn. On the other hand, this research is also expected to be able to add new knowledge for those who has difficult to understand the meaning contained in the movie *KINGSMAN: The Secret Service* by Mattew Vaughn.

2. Practically, the usage of this research can gives a knowledge for the reader all about the meaning of signs in *KINGSMAN: The Secret Service* by Matthew Vaughn. Then, can also give an understanding of sign, object, and interpretant in movie.

1.5 Previous Research

Previous research was conducted to enrich the theory in reviewing the research conducted. A number of studies have been conducted related to the use of the theory of semiotic approaches. In previous research, the researcher did not find the same title. In previous research includes several authors, namely: Alfran Asyraq Pauzan, Niatur Rahmah, Fajrul Falakh, and Wantoro.

The following are previous research that the researcher found the researcher Alfan Asyraq Pauzan, (2018), Islamic University of Alauddin Makassar. The title of the thesis is " A Semiotic Analysis of John Wick 1 Movie Using Charles Sanders Peirce. This research uses Charles Sanders Peirce's semiotic theory. The research methods used are qualitative and quantitative methods. The results shows that the triadic concept of Peirce can be used to explain the meaning of the signs that contained in John Wick 1 movie. The signs that contained in John Wick 1 movie focuses in relationships between the representamen and its object then how the two of them produce the interpretant.

Niatur Rahmah, (2019) analyzed "Semiotic signs in Walt Disney's selected movie posters in 2018". This research has an intention how posters is become an important tool to grab public's attention. The researcher found visual and verbal sign in the posters. Most dominated color that found in posters are dark colour. The correlation of the visual and verbal signs in this research is in order to make the consumers easy to understand and to make attractive appearance. The differences in this study, the researcher used all the theories that exist in semiotics. In its analysis it is not focused on one theory. This previous study uses posters as a subject, while the recent research use movie as a subject. State Islamic University Sulthan Thaha Saifuddin Jambi.

The third previous studies is in the science publication entitled "religion-related violence on television" by Muhammad Fajrul Falakh 2017. The researcher

analyzed the existence of movies that use scenes of violence. This research conducted Roland Barthes's theory and using the theory of violence by Hendrarti. Based on the theory of violence, the researcher found more than one type of violence that appear in one scene. This research also found that power tends to trigger a violent act.

The last previous study is in the journal article entitled "Semiotic Analysis of Space and time in the Movie" by Wantoro 2018. This research use Fedinand de Saussure's theory. The approach used is by using a content analysis approach. In collecting the data, the researcher select some scenes in the movie to be analyzed. The result of this research is the movie clearly demonstrates that a time machine tool born of ratio and intellect.

From the description above, it can be concluded that there has been no research that examines violence in the movie KINGSMAN: The Secret Service by Mattew Vaughn. There are several differences between this research and previous research, including that the Movie KINGSMAN: The Secret Service by Mattew Vaughn is an action movie with the highest sales in America. Second, the theme raised is about how a secret spy agency uncovers a very large planned crime.

1.6 Clarification of key terms

1. Movie is a series of moving pictures recorded with sound that tells a story an watched at movie theater or on a television or other device. (Oxford Learner's Dictionaries, 2000)
2. Violence means harming or hurting (Firdaus et al., 2021, p. 292). Violence is the act of a person or group of people who caused the injury or death of another person, or causing physical damage or other people's stuff.
3. Semiotics is concerned with meaning; how representation, in the broad sense (language, iamges, objects) generates meanings or the processes by which we comprehend or attribute meaning.
4. Linguistcs sign is a linguistic sign used to communicate information, and in which linguistic sign is in the form of words, sentences, or text.

5. Visual sign is a sign of expressing information visually, such as through an image. A visual sign is a collection of images used to facilitate communication between people.