

CHAPTER I

INTRODUCTION

This chapter consists of initial description related to analysis sexuality of main character in film *Fifty Shades of Grey* (2015) through Semiotics analysis. It includes background of study, statement of problem, objective of study, significance of study, conceptual framework, previous studies, and definition of key terms.

1.1 Background of Study

Nowadays, sexuality is always an interesting topic to talk about. This is possible because sexual problems have become a very inherent thing in humans. Sexuality cannot be avoided by living things, because sex of living things can continue to maintain the preservation of their offspring.

In adolescence, curiosity about sexual problems is very important in the formation of new relationships that are more mature with the opposite sex. Whereas in adolescence sexual information should be given, so that adolescents do not seek information from other people or sources that are unclear or even completely wrong. Providing information on sexual problems is important especially considering that adolescents are in active sexual potential, because they are related to their own sexual urges. It will be very dangerous for the development of the soul of a teenager if he or she does not have the right knowledge and information. The facts show that most of our teenagers do not know the impact of sexual behavior they do, often teens are not mature enough to have sexual relations.

Sexuality involves totally from the attitudes, values, goals and behaviors of individuals determined by their gender perceptions. This shows that the concept of sexuality in a person is influenced by many aspects of life, including priorities, aspirations, choices of social contacts, interpersonal relationships, emotions, feelings, careers and friendships.

Basically, sexual relation is a physiological state that causes physical satisfaction, where this condition is a response to forms of sexual behavior in the form of kisses, hugs, and fondling. There are several levels of physical relationships in mating, where it is a natural plan to increase sexual arousal for the preparation of sexual relations, for examples: holding hands, hugging each other (hands on clothes), kissing, caressing each other or touching (with hands in another shirt).

Lack of understanding of sexuality at this time, resulting in ignorance in behaving towards everything about sexuality. In general, sexuality is about your feelings, thoughts, attractiveness, and sexual behavior towards other people. It shows the dominance of one's soul over sex matters. Likewise with the various kinds of sex information available. One of them comes from the film. Movies that are dominated by sex-related storylines are always considered films that are not worth watching in general. Though basically the sex films that are present actually provide lessons and examples of something real that is around us.

As a representation of reality it means that the film reshapes and presents reality based on codes, conventions and ideologies of its culture. The film is also considered a mirror of reality. The film is a document of the social life of a community. The film shows us the traces left behind in the past, how to deal with the present, and human desire for the future. So that in its development the film is no longer just an effort to display moving images, but also has been followed by certain content interests such as politics, capitalism, human rights, or lifestyle.

Film has a certain impact on its audience, in many studies on the impact of film on society, the relationship between film and society is always understood linearly. This means that films, whether shown on television or in the cinema, always influence and shape society based on the content of the message behind them, without acting otherwise. In addition, the power and ability of films to reach many social segments, thus making film experts have the potential to influence the audience.

As the film chosen by the authors in this research, the film *Fifty Shades of Grey* (2015). Films that portray sex openly and freely. However, the film provides important lessons relating to the behavior of sadism and masochism. Germany

psychologist Richard von Krafft-Ebing published *Psychopathia Sexualis*, which coined the terms 'sadism' and 'masochism' and described sexual disorders in which acts of cruelty and bodily punishment become sexually pleasurable.

Krafft-Ebing says (2012, p. 10) "Sadism and, in particular, masochism, show that similar phenomena can exist in the area of sexual life. Thus, the good relationship between religion, sexual desire and cruelty can be understood in the following formula: The situation of religious and sexual excitement at the highest level of development can be consistent with size, and the quality of excitement and therefore, under favorable circumstances, we can replace the other. Both in the pathological condition can turn into hardship".

Sadism and, in particular, masochism, show that similar phenomena can exist in the area of sexual life. Thus, the good relationship between religion, sexual desire and cruelty can be understood in the following formula: The situation of religious and sexual excitement at the highest level of development can be consistent with size, and the quality of excitement and therefore, under favorable circumstances, we can replace the other. Both in the pathological condition can turn into hardship

At this time, the two "sexual anomalies" are understood as distinct: sadism and masochism. Whitbourne (2015) sadism may refer to "a predilection for cruelty stands on its own in understanding why one person would want to harm another". Masochism is a sex disorder in which a person enjoys sex after being first tortured by his mate (Sarwono, 2002).

But many people have disorders in their sexual lives that, on the other hand, consistent with the average, they follow the development of human culture, but sex is still their weakness. This becomes the basis that sexuality is not merely a matter of privacy. However, there are various other things that can be revealed in the discussion of sexuality that occurs around human life.

Besides that, semiotics which are used as a tool to analyze sexuality in this research make it easier to understand what will be conveyed in the whole film. Symbol is something that is used to show or represent something else based on mutual agreement. However, the symbol basically does not have a common

meaning in a symbol. While semiotics pay attention to anything that can be expressed as a sign. A sign has all things that can be taken as a signifier that has an important meaning to replace something else, something else that does not need to be there, or the sign is actually there in a place at a certain time.

A very complex sign system can be found in films which are both a reflection and a cultural creation that represents a form of reality in society. Therefore, in its development, films are no longer interpreted as mere works of art, but rather as social practices that combine reality and reconstruction.

Therefore, this paper is aimed to analyze focuses on sexuality in film *Fifty Shades of Grey* (2015) through semiotics analysis of Roland Barthes thought in the dialogue and expression carried out by the characters in the film *Fifty Shades of Grey* (2015). And understand the meaning of this film in terms of sexuality that is very prominent in this film.

1.2 Statement of Problem

This research is interested to finding out the effects of body, behavior and social relations on sexuality in the film *Fifty Shades of Grey* (2015). According to Foucault (1978, p. 127) *Sexuality is a set of effects that occur on the body, behavior and social relationships by certain installations that come from complex political technology*".

Graham Allen (2003, p. 39) in his book entitled 'Roland Barthes' said that semiology is often used to refer to sign analysis other than those found in language sign systems. This explains that there are interpretations obtained on the linguistic sign systems. This research is interested to understand and analyze by semiotics, in relation of effects of the body, behavior, and social relations on sexuality of main character in the film Fifty Shades of Grey (2015).

To sum up the statement of problem of this research our curiosity lies in the following questions:

1. What are the linguistic and non-linguistic Expression related with sexuality of main character in *film Fifty Shades of Grey (2015)*?
2. What are the Content of linguistic and non-linguistic expression related with sexuality of main character in film *Fifty Shades of Grey (2015)*?
3. What are the Relation between linguistic and non-linguistic expression related with sexuality of main character in film *Fifty Shades of Grey (2015)*?

1.3 Objectives of Study

The purpose of the research is to archive a particular result. Based on the statement of problem above, the purpose of this research are:

1. To find out the linguistic and non-linguistic Expression related with sexuality of main character in film *Fifty Shades of Grey (2015)*
2. To find out the Content of linguistic and non-linguistic expression related with sexuality of main character in film *Fifty Shades of Grey (2015)*
3. To find out the Relation between linguistic and non-linguistic expression related with sexuality of main character in film *Fifty Shades of Grey (2015)*

1.4 Significance of Study

Semiotics is a crucial topic in a scientific research. In fact, semiotics is the latest perspective of researchers in understanding in life. In understanding and studying semiotics, there are various kind of things and semiotics assumption themselves. Basically, semiotics itself is a method of analysis of understanding phenomenon that is spread in any form. It also becomes a benchmark that will vary, depending on the interpretation that will emerge people's understanding. Therefore, the discussion regarding semiotics will always produce various kinds of benefit in all cases.

- Theoretically, this research is expected to increase knowledge and understanding of semiotics, specifically from the thought of Roland Barthes.
- Practically, this research is able to provide an understanding of the meaning contained in the film through semiotic analysis, specifically, semiotics of Roland Barthes's which provide various interpretations in understanding a sign, especially in film.

1.5 Conceptual Framework

Film is an event of mass communication. Therefore, most films are social interpretations that are multiple interpretations. Many messages contained in a film when watched are then interpreted by the audience.

According to Bittner in Ardianto (2004, p. 3), "mass communication is a message communicated by the mass media to many people (mass communication is communicated through a mass medium to a large number of people)". Some people view films as mere works of art and entertainment, as a space for free expression in an audience learning process, and other groups tend to interpret the film as an empirical reality that records honestly the social values that occur in a society.

Both of these assumptions have an academic basis, because the film basically aims to entertain and generally express many realities that occur in society. In fact, the realities described by a film no longer become something strange if in the real world it is considered taboo to be discussed in general. Film becomes a tool to convey things that are considered taboo as entertainment from the reality that surrounds the community.

One topic that is always interesting is discussed about sexuality in a film. Sexuality is actually a topic that contains a lot of learning and message. However, often conversations relating to sex are considered to be merely lust satisfaction. This assumption is because understanding sex is only a matter of intercourse

between two opposite sexes or same sex. This makes sex always understood negatively. Though there will be many useful lessons for the reality of sex found in a society.

When watching a film that is dominant of sexuality in the story there will be two different understandings. Some will say it's normal because in films, especially western films occur. And some others will view that the film raises a good phenomenon to study. Both of these understandings will clearly influence the results of the spectacle he does. Especially for the second assumption, this becomes a smart mindset because the film will basically bring up various kinds of questions in the minds of their minds. They think that to understand the phenomena contained in the film must correlate with other sign.

The correlation to understanding the meaning between signifier and signified in a film will be known as semiotic science. Semiotics is the study of signs, sign functions, and production of meaning. Signs are something that is meaningful to others. In other words, semiotic ideas can be applied to all areas of life as long as there are no prerequisites fulfilled, namely there are meanings given and interpretations. According to Barthes "Semiotics are science or analytical methods to examine signals. Signal is a device used in an attempt to try to find a way in this life among humans and along with humans. Semiotics, or Barthes semiology, want to learn what humanity means. The meaning in this case cannot be confused with communication. The definition means that not only the object, but bring information which objects they want to communicate and also consists of a structured signal system".

An understanding of sexuality and associated with the meaning of a sign will produce a structured meaning. Roland Barthes who is one of the famous semiotic thinkers with his unlimited marking system. In his theory, Roland Barthes still shows clearly the theory of signifier and signified of de Saussure, but, through Hjemslev, Barthes uses the terms expression (form, expression, for signifier) and content (for signified) (Hoed, 2003, p. 19). In this case, the theory rests on the

relation (R) between expression (E) and content (C), so he suggests the E-R-C model, Barthes in (Noth, 1995, p. 310)

The E-R-C model will produce unlimited interpretations. Because C will always be the next E in interpreting the meaning. The researcher also believes that the E-R-C model will produce an understanding of the signs given by the director of a film. E-R-C itself will produce a pattern of thought that is accepted by everyone. Expression (E) or can be understood by the 'language' in Roland Barthes's thinking will lead to an understanding of a sign that comes from a text or utterance. Because the text and utterances are always a relationship that must be understood first in the guise of a sign. This text and speech will be understood carefully to produce an understanding of Expression (E) itself.

As Roland Barthes's theory, that Content (C) will be a system of understanding of signs that directly understand the meaning of a text and speech. This system will understand a sign in terms of denotations, connotations and myths. This meaning will be correlated through Relation (R) or can be referred to as Interpretation of the understanding of Expression (E) and Content (C). So that understanding something will always lead to different meanings because of the freedom of interpretation proposed by Roland Barthes. The difference is due to an understanding of the mindset of someone who cannot be equated. Therefore, E-R-C is a model of meaning which results will be obtained from the film that is used as an object.

1.6 Previous Studies

Basically the topic of this research is not something new. Many topics are the same discussion, but only the problem and the method of analysis are different. Some previous studies are as follows:

1) Title : *Eksistensi Nabi Muhammad SAW Dalam Film ‘Innocence of Muslims’*

Author : Rabella Misnawati

Year : 2017

Type : Undergraduate Thesis

Source :

<http://eprints.radenfatah.ac.id/1461/1/Rabella%20Misnawati%20%2813530053%29.pdf>

She analyzed the contents of the film using a qualitative approach using Roland Barthes’s Semiotic analysis. She found meaning in the film “Innocence of Muslims” The existence of the Prophet Muhammad SAW is reflected as a man who has a playboy nature, has excessive sexual orientation, likes to humiliate the war against other adherents of other religions in a vicious manner, as well as desecrating other religions (intolerant), and also has a distorted personality.

Similarity:

Both of studies use semiotics theory to analyze meaning in subject, especially semiotics thought of Roland Barthes.

Distinction:

Rabella analyze the meaning of denotations, connotations and myths contained in scenes that represent the existence of the Prophet Muhammad in the film Innocence of Muslims. Meanwhile, this study analyze the meaning through Roland Barthes’s E-R-C model of sexuality in the conversations and scenes of the film Fifty Shades of Grey.

- 2) Title : A Semiotics Analysis on the A-Mild Advertisement Using Roland Barthes' Theory
Author : Tazkiyatul Fikriyah A'la
Year : 2011
Type : Undergraduate Thesis
Source :
<http://repository.uinjkt.ac.id/dspace/bitstream/123456789/979/1/97528-TAZIKIYATUL%20FIKRIYAH%20ALA-FAH.pdf>

Analyze the meaning of verbal and nonverbal signs of A-Mild advertising. She found some characters in each version of the advertisement. Here are five characters in the "Go Green" version, seven characters in the "Two Boys Skateboarding" version, six characters in the "Five People I" version, seven characters in the "Five People II" version, and six sign in characters. In addition, the author states that these advertisements have the same word markers and have different colors, but not only the third and fourth images have the same image.

Similarity:

Both studies use semiotics theory to analyze meaning in subject, especially semiotics thought of Roland Barthes.

Distinction:

Tazkiyatul uses advertising data. She also focused on the connotation analysis of the meanings of linguistic and non-verbal signs. And to know the myths that motivate it advertising. In the meantime, this study analyzes the importance of Roland Barthes' E-R-C model of sexuality in the conversations and scenes of the film Fifty Shades of Gray.

- 3) Title : A Semiotic Analysis of the Advertisements of Bukalapak Compared to Tokopedia and Elevenia.
Author : Diah Wahyu Asih
Year : 2016
Type : Undergraduate Thesis
Source :
http://eprints.undip.ac.id/50346/1/SKRIPSI_skripsi_diah_wahyu.pdf

She analyzed the advertisements that aired on television in early 2015 until early 2016, including the Bukalapak advertisements of the Agate and Package editions, the Tokopedia advertisements of the Isyana vs Gangster editions, and the Elevenia Ads of the Raisa editions to meet Thugs. The results of the analysis show that people are more interested in accessing websites that provide a secure concept than websites that provide a large selection of goods and lower prices.

Similarity:

Both studies use semiotics theory to analyze meaning in subject, especially semiotics thought of Roland Barthes.

Distinctions:

Diah Wahyu uses advertising data provided from 2015 to the beginning of 2016. She focuses on knowing the meaning of denotation, the meaning of connotations and messages conveyed by Bukalapak advertisements so that it attracts people to access them. Meanwhile, this study analyze the meaning through Roland Barthes's E-R-C model of sexuality in the conversations and scenes of the film Fifty Shades of Grey.

- 4) Title : A Semiotic Analysis in Literary Work Based on Valentine Poems by Carol Ann Duffy
Author : Fitriana Pertiwi

Year : 2010

Type : Undergraduate Thesis

Source :

<http://repository.uinjkt.ac.id/dspace/bitstream/123456789/5602/1/FITRIANA%20PERTIWI-FAH.pdf>

She analyzed the poem by Carol Ann Duffy entitled Valentine Poems. By making the Valentine symbol as the main discussion. Valentine is a poem by Ann Duffy that consists of symbols as one of the unique. The composition of the poem in Carol Ann Duffy's poem illustrates the resentment of the normal things people do on Valentine's Day. To some degree, he was wrong on Valentine's Day. On a deeper level, he wants to produce characters that he uses to love. They want to talk more about love in relationships.

Similarity:

Both studies use semiotics theory to analyze meaning in subject, especially semiotics thought of Roland Barthes.

Distinction:

Fitriana uses data derived from poetry. The analysis he did was focused on finding out what symbols contained in Valentine poems. As well as what ideas want to convey Carol Ann Duffy in the poem. Meanwhile, this study analyze the meaning through Roland Barthes's E-R-C model of sexuality in the conversations and scenes of the film Fifty Shades of Grey.

- 5) Title : Semiotics Analysis Roland Barthes on American History X Movie as Neo Fascism Representation
Author : Guntur Syaeful Akhbar and Dr. Lucy Pujasari Supratman
Year : 2018
Typer : E-Journal

Source :

https://openlibrary.telkomuniversity.ac.id/pustaka/files/143754/jurnal_eproc/analisis-semiotika-roland-barthes-dalam-film-american-history-x-sebagai-representasi-neo-fasisme.pdf

They analyzed the film with the aim of finding the denotations, connotations and myths displayed in the film. The results show these three things are contained in the 18 scenes that represent them, which are displayed in a form of violence, racism, embedding of Nazi attributes, and propaganda.

Similarity:

Both studies use semiotics theory to analyze meaning in subject, especially semiotics thought of Roland Barthes and use film as subject of study.

Distinction:

The analysis process that they did by only looking for the meaning of denotation, connotation and myth in the film became a significant difference with this research. They only focus on finding these three things in the form of elements of Neo-Fascism. Meanwhile, this study analyze the meaning through Roland Barthes's E-R-C model of sexuality in the conversations and scenes of the film *Fifty Shades of Grey*.

- 6) Title : *Emosi Dasar dalam Film 'Inside Out'*
Author : Dyah Ayu Rizky Ramadhani
Year : 2018
Type : Undergraduate Thesis
Source : <http://eprints.ums.ac.id/63385/1/NASKAH%20PUBLIKASI.pdf>

The results of this study indicate that there are denotations, connotations, and myths in the representation of basic emotions in the film *Inside Out*. The result comes from the dominant sign in cutting scenes taken with specified

criteria such as physical and clothing (fashion). In the character version the joy emotion (happiness) is depicted in bright yellow skin color and short hairdo in blue. The emotional character of sadness has a blue skin color. The emotional character anger has red skin color. The emotional character of fear has a purple skin color. And finally the disgust emotional character (disgust or hate) has a green skin color.

Similarity:

Both studies use semiotics theory to analyze meaning in subject, especially semiotics thought of Roland Barthes and use film as subject of study.

Distinction:

Dyah Ayu uses data from films based on feelings. He focused on knowing the meaning of denotation, the meaning of the connotation and the message conveyed through the form of expression of these feelings. Meanwhile, this study analyze the meaning through Roland Barthes's E-R-C model of sexuality in the conversations and scenes of the film *Fifty Shades of Grey*.

- 7) Title : *Pesan Moral dalam Roman Heinrich Von Ofterdingen Karya Novalis Melalui Analisis Lima Kode Semiotik Roland Barthes.*
Author : Arga Sinta Herjuna Putri
Year : 2015
Type : Undergraduate Thesis
Source :
http://eprints.uny.ac.id/26317/1/SKRIPSI_Arga%20Sinta%20Herjuna%20Putri.pdf

The results of this study indicate that (1) there are 17 lexia that contain moral messages, with the following details: a) Moral messages about honesty: lexia 1, 2, 9, 11, 14. b) Moral messages about responsibility: lexia 3, 4, 6, 10,

15. c) Moral messages about moral independence: lexia 7 and 17. d) Moral messages in the form of moral courage: lexia 12, 13. e) Moral messages in the form of humility: lexia 5, 8, 16 (2) Semiotic codes: 8 hermeneutic codes, 9 semic codes, 8 symbolic codes, 13 proairetic codes, and 7 cultural codes. Then it can be concluded that the most dominant moral message is honesty and responsibility. The most dominant semiotic code is the proairetic code.

Similarity:

Both studies use semiotics theory to analyze meaning in subject, especially semiotics thought of Roland Barthes.

Distinction:

She examines the use of Roland Barthes's thinking which provides a way to get meaning deeply from a text through five semiotic codes, namely hermeneutic code, semantic code, symbolic code, proairetic code, and cultural code. And she also presents several of things at the end of his research, namely as teaching materials in German in high school about moral virtue, namely honesty, willingness to be responsible, moral independence, moral courage, and humility. Meanwhile, this study analyze the meaning through Roland Barthes's E-R-C model of sexuality in the conversations and scenes of the film *Fifty Shades of Grey*. This method can interpret more things related to the meaning of the sign contained in the film.

1.7 Definition of Key Terms

Sexuality. Sexuality is about your feelings, thoughts, attractiveness, and sexual behavior towards other people. This is in line with Foucault's opinion (1978, p. 127) "*Sexuality is a set of effects that occur on the body, behavior and social relationships by certain installations that come from complex political technology*". Sexuality is an action carried out by one's body and behavior which is influenced by feelings and thoughts towards others, especially sexual matters. Sexuality is an

action carried out by one's body and behavior which is influenced by feelings and thoughts towards others, especially sexual matters. Furthermore, sexuality has a big impact on social life and has the meaning of everything that happens.

Film. Film is a literary work which is a social practice that combines reality and reconstruction. *Sobur in his book* (2013, p. 127), "*film always records the reality that grows and develops in society, and then projects it onto the screen*". In this case, film is closely related to the condition of a community's behavior, due to the great attention given by the directors of a film. Thus, the reality projected in the form of film will provide many meanings related to these conditions.

Semiotics. Semiotics is the study of communication systems and short-term staff about how they understand and manage mental phenomena. This is in line with Saussure cited in Leeds-Hurwitz (1993, p. 4) who defined "*semiotics is a science that studies the signs of a society beyond imagination; it will be part of social psychology and, in general, psychology*". Furthermore, semiotics becomes a tool to understand the signs that are in society and try to express any conditions occur in the community.

