

CHAPTER I

INTRODUCTION

This chapter presents the discussion of research on semiotics written by Roland Barthes. It consist of background of the study, statement of problem, research question, research objective, research significance, frame of thinking, previous studies and definition of key term.

1.1 Background of Research

As Andira Putri (2016) study by Tabloidbintang.com *Trolls* 3D animated movie of the United States in 2016 by Mike Mitchell tells of this colorful short alien, with tall haired who lives peacefully in a colorful forest. They are always ready to help one another because they have a life principle of 'no trolls left behind' so they are ready to help one another. Trolls are also cheerful creatures. They often express happy feelings by singing. All of these trolls are led by a princess named Poppy with pink characters. Poppy is always optimistic and spreads positive qualities to other trolls. However, not all trolls have this property. There are trolls like Branch with a gray body that always looks pessimistic and antipathy towards everything. Branch lives alone and hates singing. No wonder Branch and Poppy are often involved in feuds.

In the dangers event the trolls forcing Branch and Poppy to work together. The incident was the abduction of a number of trolls by chefs who came from the Bergen. The Bergen are a large nation with dull colors that are never happy. They believe that happiness only comes from eating trolls. The chef is trying to realize the wishes of the people at once ambitious to seize the throne of prince Gristle. Prince Gristle is the king of the Bergen. Now, Branch and Poppy are searching for trolls in the dwellings of the Bergen. They try to dismiss bad perceptions of one another and try to make friends. To help with their plans, Branch and Poppy also asked Bridget

for help, he was a servant of the royal servant who loved the prince but was not confident.

The trolls' life stories are presented with eye-pleasing visualizations. The colorful combination of characters and troll hair with their unique nature is striking in this animated film. Not only good at presenting interesting visualizations, *Trolls* has a good storyline. The adventures of Branch and Poppy to save the trolls were exciting. Herein lies how these characters have a positive spirit and spread it not only to their own people but also their enemies, the creatures who depict themselves as Bergens.

The author chose Mike Mitchell's *Trolls* film as his research material, which is interesting to study from this animated film is his character which is depicted according to their body colors, such as Poppy character who has a pink body which is portrayed as a cheerful child, Poppy's character represent the meaning to be conveyed, this is the reason why the writer chose the film *Trolls* to be studied. The film, directed by Mike Mitchell, is inspired by the Trolls doll by Thomas Dam. The author will examine the characters in the film *Trolls* by using semiotic analysis.

In this study the authors wanted to see how the other characters were presented through the colors of their bodies, using the Roland Barthes semiotic approach. The author wants to see how the characters in the film *Trolls* are presented according to their body color using three approaches namely connotation, denotation and myth. Considering the characters in this film have snails that match their body color.

The author chose *Trolls* 3D animated movie of the United States in 2016 by Mike Mitchell with duration of 92 minutes as research material by analyzing the characters in the film according to their color using the denotation, connotation, and myth approach in the semiotics of Roland Barthes. The semiotic sign can be seen from the film's colorful characters depicting their snails. Therefore, researchers chose to use Roland Barthes's semiotic analysis, because the meaning of a sign is related to myth.

In his book entitled *Elements of Semiology* (1964:15), Roland Barthes distinguishes denotation and connotation by referring to Louis Hjelmslev's opinion by using the term orders of signification. In semiotics, denotation and connotation are two terms that describe the relationship between signifier and signified. Denotation and connotation are always described in terms of level of representation or level of meaning. Denotation is the first order of signification. At this level there is a sign that consists of a signifier and a signified. In a sense, denotation is what we think of as a literal, permanent, and meaningful dictionary of words that are ideally agreed upon universally. Meanwhile, connotation is the second order of signification that contains changes in the meaning of words associatively. According to Barthes, this only applies to the theoretical level. At the practical level, limiting meaning into a denotative will be very difficult because the sign always leaves traces of meaning from the previous context.

At the end of his book entitled *Mythologies*, Roland Barthes (1991:107) combines several case examples into one theory that is formulated through his writing entitled *Myth Today*. Barthes tries to conceptualize a myth as a communication system, therefore a message cannot possibly be an object, concept, or idea, but a form of signification. He also analyzes the mythical process clearly by presenting specific examples. Barthes argues that signification can be divided into denotation and connotation. What is meant by denotation is the level of descriptive and literal meaning which is shared by most members in a culture. Meanwhile, what is meant by connotation is the meaning given by the signifiers who are connected with a broader culture such as beliefs, attitudes, frameworks and ideologies of social formation.

According to Roland Barthes (1991:120), myth is signification in the level of connotation. If a sign is adopted repeatedly in the syntagmatic dimension, the adoption part will look more appropriate than other applications in the paradigmatic. Then the connotation of the sign becomes naturalized and normalized. The naturalization of a myth is a cultural formation. Myth is a second-order semiological system. A sign in the first system becomes signifier in the second system. According

to Barthes, sign is the first system, or language, as the language of objects, and myth as metalanguage. Signification of a myth erases the history or narrative of a sign and fills the blank space with new meaning.

Roland Barthes (1964:4) semiotic approach is denotation, connotation and myth that will be used to solve the problem in this paper, because the semiotic sign that is seen from the *Trolls* movie shows with colorful characters that describe their nature, therefore researchers chose to use Roland Barthes semiotic analysis, because the meaning of a sign is related to the myth.

Roland Barthes (1991:142), every object can be a myth; Icons, symbols, movies, songs, stories, etc. The author chose the film as an object of myth. Film is a communication emerge as cultural people. There are areas for films, horror, thriller, drama, action, heroics, etc. that people can find easily in the present. The writer choose the film *Trolls* as an object that will be used as research. *Trolls* films have genres of animation, adventure, comedy. This genre tells about an adventure that is accompanied by a funny story.

Generally viewers don't want to know anything else like symbols or myths or ideologies hidden in the film *Trolls*. Here, writer want to know how important the use of symbols in a film is, because of usage symbols in a film can't be avoided. Many viewers usually just enjoy the storyline. They only interested in adventure stories, characters, love stories, technology used and how the story goes.

1.2 Statement of Problem

Based on the above background this research is about inward investigation symbols and myths in the film titled *Trolls*. Myth occurs when people have their own interpretations of things that often appear around us, of course included in the film. In fact, some people don't care about it. They think the film is just for entertainment. In *Trolls* there are some hidden messages from a reality. So, this analysis focuses on the symbols and myths in the *Trolls* movie.

Based on the statement of problem above, there are several things that can be purposed as problems in this analysis. They are:

1. How is Denotation of colors in *Trolls* Movie?
2. How is Connotation of colors in *Trolls* Movie?
3. What Myth of colors is found in *Trolls* Movie?

1.3 Research Objective

According to the statement of problem above, the research objectives are:

1. To find out the Denotation of colors in *Trolls* Movie
2. To identify the Connotation of colors in *Trolls* Movie
3. To analyze the Myth of colors in *Trolls* Movie

So far, this research aims to develop studies on symbols and to increase the writer's knowledge in understanding and analyzing symbols in films.

1.3 Research Significance

Semiotics is the most important topic in scientific research. In fact, semiotics is the latest perspective of researchers in understanding life. In understanding and study semiotics, there are various kinds of things and semiotic assumptions self. Basically, semiotics itself is a method of understanding analysis scattered phenomena in any form. This is also a benchmark that will vary, depends on the interpretation that will emerge from people's understanding. Therefore, discussions about semiotics will always produce various kinds of benefits in Indonesia all cases.

Increase knowledge and insight for writers and readers, contribute knowledge that can enhance reader insight related to symbols and myths, this study provides insight for language learners to learn about relationships between semiotics and literature, this study follows up on the results of previous studies on the subject and contributed to the development of semiotics.

1.5 Frame of Thinking

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

“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” Arianto (2004.3).

This assumption has an academic basis, because the film is basically aims to entertain and generally reveal many realities that occur in society. The fact the reality depicted by a film is no longer something strange if in reality the world is considered taboo to be discussed in general. Film becomes a tool for convey things that are considered taboo as entertainment from that reality surround the community.

One of the interesting topics discussed about color in a film. Color is actually a topic that contains a lot of learning and messages. However, often the audience does not really care about the little things in a film. They assume that understanding color is only for children, even though there will be many useful lessons for the reality of colors found in a society.

When watching a dominant movie with different characters in the story, there will be many different meanings. often people underestimate the small things when in fact a lot of meaning is contained in color, such as the colorful characters they have different meanings in each color. This film basically will raise a variety of questions in their minds. They think to understand the phenomena contained in the film must be correlated with other signs.

An understanding of denotation, connotation and myth with the meaning of a sign will produce a structured meaning. Roland Barthes who is one of the most semiotic thinkers with it 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 8 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 bruise 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-RC is a model of meaning which results will be obtained from the film that is used as an object.

1.6 Previous studies

The research that has similarities with this paper is:

No	The researcher	Title	Difference	Similarity	Focus on the research	Focus the Previous Studies
1.	Herdi Wahyu Utama	Superman's Denotation, Connotation and "Myth" in Bryan Singer's <i>Superman Returns</i>	Object "Superman Returns by Bryan Singer" with question : 1. What is denotation and connotation of symbol S in Superman Returns? 2. What is the myth in Superman in relation to the symbol S in Superman Returns?	Topics "Denotation, Connotation and Myth by Roland Barthes"	This research is focused on Mike Mitchell's <i>Trolls</i> movie by using Denotation, Connotation, and Myth by Roland Barthes.	Herdi wahyu Utama focus on investigation into the symbol S and myth in the movie entitled Superman Returns. Myth occurs when people have their own interpretation on things that often appears



						around us, of course include in a movie. In fact, some people do not care about it. They think movie is just for an entertainment. In Superman Returns there are some hidden messages of a reality. So, this analysis focuses on symbol and myth in Superman Returns.
2.	Resa	The	Object " <i>Da</i>	Topics	This	Resa

	<p>Riayatus Salamah</p>	<p>Mythical Symbols in Drama Series <i>Da Vinci's Demons</i> By David S. Goyer</p>	<p><i>Vinci's Demons</i> by David S. Goyer” with question : 1. What are the signs of the mythical symbols in drama series <i>Da Vinci's Demons</i>? 2. How the mythical symbols in drama series <i>Da Vinci's Demons</i> are applied into the five codes?</p>	<p>“Mythical Symbol by Roland Barthes”</p>	<p>research is focused on Mike Mitchell's <i>Trolls</i> movie by using Denotation, Connotation, and Myth by Roland Barthes.</p>	<p>Riayatus Salamah focus on Object of this research is David S. Goyer's drama series <i>Da Vinci's Demons</i>. The reason why symbol is taken as the topic of this research because symbol has an important part of the story that cannot be ignored, it usually has a hidden</p>
--	-------------------------	------------------------------------------------------------------------------------	-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	--------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

						meaning through symbol itself.
3.	Nuraini Destiawan	The Presentation Of Myth In Culture Of Four Countries On Eat, Pray, Love, Movie	Object “Four Countries On Eat, Pray, Love, movie” with question : 1. What is Representation of Myth that related to Four Countries’ History on Eat Pray Love movie? 2. How is the deformation process on myth sign based on Barthes’	Topics “Myth by Roland Barthes”	This research is focused on Mike Mitchell's Trolls movie by using Denotation, Connotation, and Myth by Roland Barthes.	Nuraini Destiawan focus on represents about culture with the assumption that this movie are about the myth in the culture. It also describes the differences between culture like tradition, food, or lifestyle in

			<p>semiology theory on Eat Pray Love movie?</p>			<p>four countries that she visits. Analyzing the representation of myth on Eat Pray Love movie.</p>
4.	Dodi Ramadhan	<p>Semiotics Elements In Advertisement of Indonesia Beauty Products</p>	<p>Object “Advertisement of Indonesia Beauty Product” with question : 1. What are the semiotic elements found in advertisement of Indonesian beauty product? 2. What are the</p>	<p>Topics “Semiotic by Ferdinand De Saussure”</p>	<p>This research is focused on Mike Mitchell's Trolls movie by using Denotation, Connotation, and Myth by Roland Barthes..</p>	<p>Dodi Ramadhan focus on the signifier and signified, the other points are, the different theory and object. The theory of this research is signifier and</p>

			signifier and signified in Indonesian beauty advertisement products?			signified and the object is about the tagline in advertisement of Indonesian beauty products
5.	Lazuardi Ahmad	The Symbol Of Love In Edgar Allan Poe's Poems	Object "Edgar Allan Poe's Poems" with question : 1. How is symbol of love represented in Edgar Allan Poe's poems? 2. What are the interpretations of symbols of love in Edgar Allan Poe's	Topics "Symbol by Abrams"	This research is focused on Mike Mitchell's Trolls movie by using Denotation, Connotation, and Myth by Roland Barthes.	Lazuardi Ahmad focus on The main problem of this research is the searching and the analyzing of symbols that represent love in Edgar Allan Poe's poems. The

			poems?			problems include the meanings of symbols of love in the poems and how the symbol of love is represented in Edgar Allan Poe's poems.
--	--	--	--------	--	--	-------------------------------------------------------------------------------------------------------------------------------------

1. The first research by Herdi Wahyu Utama (2013) diploma thesis UIN Sunan Gunung Djati Bandung with the title Superman's Denotation, Connotation and "Myth" in Bryan Singer's *Superman Returns* explains about the Denotation, Connotation and Myth in Superman Returns by Bryan Singer with Roland Barthes approach, while this research is focused on Mike Mitchell's Trolls movie by using Denotation, Connotation, and Myth by Roland Barthes.
2. Resa Riayatus Salamah (2016) diploma thesis UIN Sunan Gunung Djati Bandung with the title The Mythical Symbols in Drama Series *Da Vinci's Demons* By David S. Goyer explains about Mythical Symbol in Drama Series *De Vinci's Demons* by David S Goyer researcher analyzed on symbol of holiness, while second researcher analyzed on representation "Illuminati" symbol. While this research is focused on Mike Mitchell's Trolls movie by using Denotation, Connotation, and Myth by Roland Barthes.

3. Nuraini Destiawan (2018) diploma thesis UIN Sunan Gunung Djati Bandung with the title *The Presentation Of Myth In Culture Of Four Countries On Eat, Pray, Love, Movie* explains about culture with the assumption that this movie are about the myth in the culture. It also describes the differences between culture like tradition, food, or lifestyle in four countries that she visits. Analyzing the representation of myth on *Eat Pray Love* movie, the researcher uses the theory of semiotic by Roland Barthes. While this research is focused on Mike Mitchell's *Trolls* movie by using Denotation, Connotation, and Myth by Roland Barthes.
4. Dodi Ramdhan (2016) diploma thesis UIN Sunan Gunung Djati Bandung with the title *Semiotics Elements In Advertisement of Indonesia Beauty Products* explains about signifier and signified and the object is about the tagline in advertisement of Indonesian beauty products. While this research is focused on Mike Mitchell's *Trolls* movie by using Denotation, Connotation, and Myth by Roland Barthes.
5. Lazuardi Ahmad (2010) diploma thesis UIN Sunan Gunung Djati Bandung with the title *The Symbol of Love In Edgar Allan Poe's Poems* explains about Edgar Allan Poe's poem based on the symbol that related to love. While this research is focused on Mike Mitchell's *Trolls* movie by using Denotation, Connotation, and Myth by Roland Barthes.

This research different from above researched, even though using the same theory but the data are different. The writer takes the language movie and script dialogue of movie to find the myth in *Trolls* movie.

1.7 Definition of Key Term

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.

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.

Denotation: Denotation is the use of language with a meaning that is in accordance with what the spoken word. But according to Barthes, denotation is a signification system the first level is what is depicted as an object. Denotation is obtained from direct observation of existing signs produce real meaning, actual meaning is present.

Connotation: Connotation is second level significance. Connotation is the creation of the second layer of meaning formed when the symbol. Denotation is associated with psychological aspects, such as feelings, emotions, or confidence. Because basically connotation markers are built from signs denotation system. In this case, that the denotation is more focused on the closeness of meaning (Fiske, 1990: 122).

Myth: Myth is a difficult thing to explain because it involves a very broad area of meaning. Myth is a communication system, because it is bring a message. Therefore, myth is not an object. Myth is not a concept or an idea, but a way of significance, a form. Myth not only in the form of messages conveyed in verbal form, but also in various other forms or a mixture of verbal and nonverbal forms. For example in the form of films, paintings, photography, advertisements, and comics. Everything can be used to convey a message (Sobur, 2013: 224).

Color: Color is the impression that the eye gets from light reflected by objects that are exposed to the light. Light-reflecting objects absorb some or all of the

reflected color. So that when only the red color is reflected and other colors are absorbed, then the object becomes red. In the eyes of art and design, according to Prawira's sense of color is "*Color is one of the elements of beauty in art and design in addition to other visual elements*" (Sulasmi Darma Prawira, 1989: 4). Furthermore, Sadjiman Ebdi Sanyoto (2005: 9) defines color physically and psychologically. Physical color is the nature of light emitted, while psychologically as part of the sense of sight experience. There are three important elements of color understanding. These elements are objects, eyes and light elements.

