

CHAPTER I

INTRODUCTION

In this chapter the researcher would like to display the general description about this paper. This chapter is divided into five subject matters: background of the problem, statement of the problem, research objectives, research significance and clarification of key terms.

1.1 Background of Problem

Films often contain certain symbols or signs in them. Symbols and signs in films are usually intended to convey the meaning that the audience can understand because not all messages in the film are conveyed directly or explicitly. The presence of signs or symbols in films usually emerged in today's films in which the function is expected to teaching and entertaining. Thus, a film is endeavored to always presenting the sense of teaching in order to avoid monotonous. Therefore, the researcher believes that every kind of teaching or moral message in the film is conveyed through certain symbols or signs. Hence, films are usually packaged as attractive as possible but always contain lessons in it.

Film is a series moving picture, usually shown in a cinema or on television and often telling a story that produced by recording camera using animation techniques or visual effects. From oxford student's dictionary of English, definition of film is

[mass noun] a thin flexible strip of plastic or other material coated with light-sensitive emulsion for exposure in a camera, used to produce photographs or motion pictures a story or event recorded by a camera as a set of moving images and shown in a cinema or on television. Besides, Film is both an industry and art. It is an industry because film is combination between businesspeople and artist that produce commercial considerations. Film is also the art form, it is a pair of pictures, music and has a based-on phenomena in the real life or only in the imagination.

Film has the same elements with short story, novels, drama, or poetry. Like poetry, film communicates with imagery and symbol. Like drama, film shows with action and gesture. Like short story and novel, film has a conflict and plot. Film shares many elements same as short story and novel. The character, point of view, conflict, plot, setting, and symbol are elements that can be analyzed by using literary theory. Perceptive film analysis rests on the principles used in literary analysis. Literature and films do share and communicate many elements in similar ways. Literature shows the power of imagination and the product of fictional imagination stories with not about the real word. Literature is about life or human life as the writer sees or something they believe to be real. In brief, narrative story of film can be also analyzed by using literary theory.

Film is a collection of events that occur in human life that are unique and poured into the screen. Signs produced by humans are made into a visual that can be seen

from various perspectives and provide a separate message for each individual. Film studies can be said to be a relatively new field of study and not comparable to the process of technological evolution. In filmmaker, there are several kinds of film with each of them has their own target market, there are a film for kids, teenagers, and adults. The animated film used to be a genre of film that functions stand as a medium for children only because it usually packaged in an interesting, funny, and unique way. Yet nowadays the animated film industry is expanding the range of motion in animated films both in terms of storytelling, images (visuals), and themes so that the audience segment is also expanding, not only for children, which is the main goal but also for adults. High imagination is needed in film making to be used as a form of communication in delivering messages to interpret signs (Biagi, 2010, p. 169). Film can have their own impact from broadcasting, both in the form of positive and negative impacts. The positive impact of the film, for example, is able to teach the audience about many things such as educational or other moral messages, while the negative impact of the film is for example criminal acts and other immoral acts shown in films. Films have also become part of human daily life and are almost inseparable from human life. Films have a lot of influence on the audience, for example from speaking style, lifestyle and so on. As previously mentioned, films often contain certain symbols or signs. Symbols or signs that are present in the film are referred to as semiotics.

Semiotics is a scientific study or analytical method to examine signs in the context of scenarios, images, texts, and scenes in films into something that can be interpreted. Meaning that objects not only carry information, in this case the objects want to communicate, but also constitute a structured system of signs used in the film. Semiotics is a theory that studies signs. Semiotics examines signs in a scenario context, images, texts, and film scenes become something that can be interpreted. Semiotics according to Barthes in (Kurniawan, 2001, p. 169) is semiology which basically studies how humanity interprets things. Meaning (to signify) in this case can be confused with communicating (to communicate). Meaning means that objects not only carry information but also want to communicate through signs. The sign is not limited to language, but there are also things that are not language, for example, the behavior of characters in films.

Semiotics is the theory of sign. The word "sign" comes from Semion who is meaning a sign. This theory was developed by Ferdinand Saussure. The term from Saussure is the theory of sign. The theory of sign is about sign, signifier and signified. The Saussure theory of sign becomes a basic to develop the semiotics theory. Meanwhile the concept of Semiotics from Saussure and Roland Barthes is also quite different. Roland Barthes uses the term form as signifier, concept as signified and signification as sign in his theory. Semiotics from Roland Barthes can explain the other signification of signs. Not only we can find denotative meaning but also find the connotative meaning.

One of the films containing many semiotic elements is this film entitled Ron's Gone Wrong. This film tells about the friendship between humans and robots. This film is an animated film that, at first glance, is categorized as entertainment. However, it turns out that this film has a pretty valuable lesson. The reason is that this film tells a story of friendship and loyalty from a friend, namely Ron (robot), to Barney (human). Many scenes symbolize friendship and loyalty in friendship in this film; for example, when Barney is produced, Ron is a robot produced from B*Bot or Best Friend Out of The Box. In the production of the robot, there is the word 'best friend,' which indicates that the robot can be a friend to humans. In addition, many other scenes display symbols and signs that refer to friendship and loyalty.

The purpose of this study was to analyze the value of friendship in the film Ron's gone wrong with Ferdinand de Saussure's Semiotic Theory. This study uses Semiotics proposed by Ferdinand de Saussure which includes signifier and signified. In interpreting the behavior of the characters in the film, the researcher took one of the signs that described something else, one of which was the value of friendship. Friendship in general, according to Aristotle is grouped into three types, namely friendship that is utility, pleasure, and virtue. Friendship based on utility, namely friendship based only on profit or benefit (reciprocity). The second is a friendship based on pleasure, where both people establish friendships on the basis of liking or pleasure. (pleasant). The last friendship is based on virtue, where both people give

each other kindness with sincerity and love, both for us and for friends. (Kenyowati, 2004, p. 19).

This is one of the previous studies for this research and have the correlation with this topic conducted by Lidya Ivana Rawung (2013) with the title Analysis of Semiotics in Laskar Pelangi Film. She explains the semiotic analysis using the theory of Ferdinand De Saussure and analyze the data based on the Dictionary, Ideology, Cultural Framework and Group Interpreters. After analyzing and conducting interviews with informants (Group Interpreters), it can be seen that the Laskar Pelangi film has a positive message meaning to educate and educate the nation's children. In this film, there is a meaning about passion and a strong determination to learn amidst limitations and tells about the dedication of teachers although they live below the poverty line. By having enthusiasm, strong determination and being educated by teachers who really want to serve, the students of SD Muhammadiyah can achieve their dreams. This study has similarities in the selected topic, which is the character development of the main character in a movie. The theory used is semiotics theory from Ferdinand de Saussure. The difference between the previous research and the research currently being conducted by the researcher lies in the title, namely "The value of friendship in the film The Ron's Gone Wrong (2021) Through Semiotics Analysis", and the research will be conducted from April to June 2022 in Bandung City.

The value found in friendship is often what is produced when a friend shows it consistently. The reason the researcher raised the value of friendship is because as social beings, humans need other people as a place that is always there to provide support, even when experiencing four problems. Friendship becomes a necessity because friendship provides protection, warmth, and happiness. As in the film *Ron's gone wrong*, many values of friendship are conveyed through the language or symbols used in this film. So that the audience is not only spoiled with mere entertainment, but the audience can take the message of friendship contained in this film.

From the explanation above, the writer is interested in analyzing the signs. The character of Barney tried to find someone to be his friend and then his father buy him a special B*Bot. Signs are a part of sign that semiotic theory can explain and describe the meaning. One sign is everything can be used as a signifier that has the important meaning to substitute something else. From the signs in this film, the writer will find the signs in this film, the writer will analyze the signs which covered in the focus by using semiotics theory from Ferdinand de Saussure.

1.2 Statement of Problem

Based on the results of research and discussion about the value of friendship in the film *Ron's Gone Wrong*, it proves that this animation has a unique and new

educational message because it is lifted from a film about artificial intelligence that was created to be a human friend. Researchers have the assumption that the equation of fate includes components in the value of friendship. Researchers will further investigate this friendship value to dig deeper using semiotic analysis. The writer would like to propose the statements of the problem as:

1. What are the linguistic signifier which representing friendship value in the film Rone's Gone Wrong (2021)?
2. What are the linguistic signified which representing friendship value in the film Rone's Gone Wrong (2021)?

1.3 Research Objective

In this research, analysis of Intelligence of main character on film Ron's gone wrong by Sarah Smith has several purposes, namely:

1. To found the Linguistic Signifier and Signified in film Ron's gone wrong.
2. To describe signifier and signified represented the value of friendship in film Ron's gone wrong.

1.4 Research Significance

The results of this research are expected to be used as a source of knowledge and reference based on theories in the communication science, in addition, it can also be an input in the academic field related to communication science to provide an overview of the positive message of friendship in animated films.

The results of this study can practically be used insight, and an overview in understanding the messages. It is presented in an animated film, especially taking a positive message about friendship.

1.5 Clarification Key of Term

In this case, researcher would like to present terms in a semiotic analysis in film rons gone wrong. Those are:

a. Semiotics

Semiotics according to Barthes in (Kurniawan, 2001, p. 169) is semiology which basically studies how humanity interprets things.

b. Film

From oxford student's dictionary of English, definition of film is [mass noun] a thin flexible strip of plastic or other material coated with light-sensitive emulsion for exposure in a camera, used to produce photographs or motion pictures a story or event recorded by a camera as a set of moving images and shown in a cinema or on television.

c. Sign

The word "sign" comes from Semion who is meaning a sign. This theory was developed by Ferdinand Saussure.

