

CHAPTER I

INTRODUCTION

This chapter will explain the general description of the paper. It consists of the research background, research problems, research objectives, research significances, the previous studies, and clarification of the key term.

1.1 Research Background

Encanto (2021) is an animated movie produced by Disney in 2021. The appearance of this movie is not too famous like the animated movie *Frozen*, *Tangled*, or *Moana*. But the story of the movie *Encanto* (2021) itself is no less interesting than other Disney films, where the storyline of the movie focuses on the family theme. Mostly, Disney has never raised an animated movie whose main focus is on the theme of family. *Encanto* (2021) became the object of choice in this study, one of the reasons is because this movie has a sign where signs on every character in the movie *Encanto* (2021), that is the Madrigal family, and then the sign refers to the big problem of the Madrigal family. Do not forget that each of these signs has an important meaning in the *Encanto* (2021) storyline.

The movie *Encanto* can also be said as a medium of communication according to Mudijiono (2011) the communication process is a process in which a person conveys his thoughts and feelings to others using symbols, such as language, gestures, and pictures. This can directly explain the content of thoughts and feelings that you want to convey in communication. That means the sign is said to be a

medium of communication because language, gestures, pictures, and so on are part of the sign that people use to communicate with each other.

Literature conveys messages or meanings in many ways, such as with songs, paintings, poetry, and films. Literature is known as a part of human life that can participate in giving opinions to anyone or telling the author feeling. A film is one example of literature that can be used as a medium in conveying meaning to people through image shows. The film is packaged with the characters involved in it, where the character can act as an intermediary in conveying meaning in the film. Each character in the film also sometimes has symbols or signs that describe the character's personality, and these symbols can also be used as characteristics of the character. Another sign in the film also can be the point of the film. Signs sometimes have meanings that can be important for the film.

For a long time, films have been used as a means of indirect communication, filmmakers give messages that they want to convey through films to make it easier for people to understand. People nowadays are more attracted by movies than news which requires readers to read a long text. The film interestingly packs an important message, that is moving and colorful images, eye-catching sounds, and also have unique characters. Films have an impact as a medium of information because that is in the form of audiovisuals which many people are more interested in it, and films themselves can also be used as entertainment or hobbies (Weisarkurnai, 2017). That means a film is a source of information that presents information in a way that many people like.

In literature, the sign can be analyzed using a semiotic, which is a branch of the discipline that discusses and explains the meaning of the sign. According to Putri (2021), Semiotics is the study of signs and their associations. These signs can be in the form of pictures, sounds, words, and so on. This means that signs do not only come from pictures but can come from other things that do have meaning. Every community environment also has a sign that contains meaning, such as road signs, siren sounds, animal sounds, and so on. Signs or symbols are used to streamline place and time in understanding them, because signs or symbols are always synonymous with short ones, such as an image or sound that is repeated over and over again.

In analyzing the sign that exists in literary works such as films, various theories can be used, such as the theory that comes from Ferdinand De Saussure which discusses the Signified and Signifier. Signified is the object that we see, the Signifier is our process of thinking about the meaning of the object. and after that, the real meaning of the object is formed. According to Rahayu (2014) the chosen term signifier and signified help to indicate 'the distinction which separates each from the other'. signifier and signified are inseparable just like two sides of a page that were intimately linked to an associative link. That means signified and signifiers are related to each other so that can make the true meaning of the object. However, the signifier and the signified are also sometimes arbitrary in which the two may also be unrelated, such as the signified may have a different meaning from the signifier itself.

In the film, many signs are used to give a meaning that will be accepted by the audience. These signs can be obtained from player characters, sounds, images, shooting angles, and so on. According to Pratiwi (2018), Signs or symbols can give a literary work more richness and color and also can make the meaning of the work deeper. That is true, like a movie if it doesn't use signs and only contains images that move flatly, there is no sound or angle of shooting, the audience will quickly feel bored and find it difficult to understand the meaning of the film.

Encanto (2021) is one of the movies in which the movie contains many signs that contain important meanings in the storyline. Signs in the film *Encanto* (2021) are packaged in visual and sound forms by the characters in the film. Some of the signs given are also easy to guess and some are difficult to guess.

The film *Encanto* (2021) tells the story of a large family who lives together in one house. The house is magical, every item, floor, wall, etc. can move. Each child of the family has magical abilities, such as being able to talk to animals, make flowers, and also heal people with food. Each different ability has a different symbol for each family member. However, one of the children named Mirabel does not have any abilities, and this makes Mirabel underestimated by her siblings, especially her grandmother.

Because of the many signs that exist of the characters in the movie *Encanto* (2021) who has magic power, is one the reasons the researcher chose the movie as the object of research. The signs that exist in a character who has a magic power in the movie will be analyzed by the researcher using Ferdinand De Saussure's theory, namely Signifier and Signified. By describing signs in the characters who have the

magic power that exists in the movie and telling the meaning contained therein. The meaning contained in the sign can be used as a picture of the community and the life around it, especially the family. Because some of the scenes in *Encanto* (2021) are related to some current family circumstances. Not only that, the researcher chose this movie because the researcher liked the meaning of that movie, which tells about the meaning of a big family, and there are many good qualities of the characters that can be applied in real life. From the explanation above, the researcher is interested in analyzing “*Semiotic Meanings of Symbol Character In Main Character Disney Encanto (2021)*”

From the explanation above and to help this research, the researcher looks for several previous studies like theses or journals that have similarities in the themes, or topics of discussion in them. The researcher has studied and analyzed several journals and theses which were chosen as a reference or benchmark in helping this research process.

The first analysis is *A semiotics analysis of Indonesian beauty soap in an internet advertisement* written by Risma Rahayu is a thesis that has the same theory used in this research. In her thesis, Risma explains Ferdinand De Saussure's theory of Signified and Signifier, which she uses in analyzing the signs in beauty soap advertisements. Risma explained the signs on the poster and also some of the scenes in the beauty soap advertisement. The purpose of this thesis is to find out the meaning of using taglines in soap advertisements and also the meaning of the signs in soap advertisements. The difference between that journal and this research is the object used, the journal uses advertising objects and this research uses film objects.

The second analysis is *Conceptual meaning of Signifier and Signified on animated film Omar and Hana English version* written by Astri Ridhawati Putri, this thesis from Astri analyzes an animated series entitled Omar and Hana using Ferdinand De Saussure's theory which is the same theory used in the current study, but the objects used are different. Astri analyzes the scenes in the animated film Omar and Hana using Signified and Signifier, the signs analyzed in the thesis are those that have Islamic messages in them. The purpose of this thesis is to understand more about signs, especially signifiers and signifieds. The difference with this research is that it is found in the object used, the journal uses a series of animated film objects.

The third analysis is *illustration of da'wah on Instagram @hey.jong: Ferdinand de Saussure's semiotic analysis* written by Zahidah Sabila Rusyda, this thesis written by Zahidah discusses the meaning of the illustrations on an Instagram account where the account contains da'wah but uses animated images. In this thesis, Ferdinand De Saussure's theory of signifier and signified is used. Zahidah analyzed several posts on Instagram @hey.jong and analyzed the meaning of the illustration. Zahidah wrote that the purpose of her thesis was to find out the meaning of the signifier and also the signified in the da'wah illustration in the @hey.jong Instagram account.

The fourth analysis is *Semiotic Analysis of Gundala Movie Poster* written by Satria Indra Praja Persada, this journal written by Satria discusses the meaning contained in the *Gundala* film poster, in analyzing it Satria uses Ferdinand De Saussure's theory, namely signifier and signified, but he also focuses on Denotation

and Connotation in discussing the signifier on the *Gundala* film poster. The purpose of the research is to find out the meaning of the *Gundala* movie poster which he thinks is very attractive. In this study, researchers took several ways to analyze the objects from the journal.

The fifth analysis is the *Analysis of emoticons in Blackberry Messenger* written by Muhammad Ismail TN, in his thesis Ismail discusses the meaning of emoticons in Blackberry Messenger. In analyzing it, Ismail uses Charles Sanders Peirce's theory of Representament, Object, and Interpretant. Ismail analyzed the emoticons used by Blackberry users on the status of Blackberry Messenger and he then explained the meaning of the emoticons. Ismail wrote that the purpose of his research was to reveal the meaning of emoticons used by Blackberry users and also how emoticons work in communication.

The sixth analysis, namely *Semiotic analysis of memes on the issue of Trump's claim on Jerusalem*, was written by Islahudin. In his thesis, Islahudin discusses the meaning of memes on the internet about the issue of Donald Trump's recognition of Jerusalem, uses Ferdinand De Saussure's theory of signifier signified, and also analyzes the meaning of the message in the meme. Islahudin analyzes the meme by looking at the picture and also the writing on the picture, then explaining the meaning contained in the meme. The research he conducted using qualitative methods. The difference with this research is that it is found in the object and also the form of the results of the data being analyzed.

The seventh analysis is *Moralities in the finding Nemo animation by Andrew Stanton* written by Dede Siti Syaripah. In his thesis, Dede discusses the moral

values that exist in Nemo films using Charles Sanders Peirce's theory which divides signs into ten types, namely Qualisign, Iconic Sinsign, Rhematic Indexical Sinsign, Dicient Sinsign, Iconic Legisign, Rhematic Indexical Legisign, Dicient Indexical Legisign, Rhematic Symbol or Symbolic Rheme, Dicient Symbol or Proposition, Argument. Dede analyzes the symbols that have moral meaning in the film Nemo seen from the sound symbols and images.

“Encanto” written by Erina Wachidatul Insani, Priscilia Juniar, Irma Rasita Gloria Barus, Prima Danti Aulia. In their journal, they analyze the moral values that exist in the main character in the film Encanto. Using a qualitative narrative approach method in which they find out the moral values that exist in Mirabel whose main focus is explaining Mirabel's characteristics in the film.

The ninth analysis is *Delineation Of Women Identity In The Disney Animated Encanto (2019) Film*. Written by Agustin Diana Wardaningsih, E. Ngestirosa Endang Woro Kasih. In this journal they discuss the search for the identity of the woman depicted in the film Encanto, using a qualitative narrative method with data presented from scenes, narrations, and dialogues. The journal uses Cristian Metz's (MAS) semiotic theory or cinematographic semiotics, which is where the sign to be analyzed is seen from the way the pictures are taken on the Encanto film.

The tenth analysis is *A Semiotic Analysis of the John Wick 1 Film Using Charles Sanders Peirce's Semiotic Theory* written by Alfian Asyraq Pauzan. This research is a thesis written by Alfian, using the object of the John Wick movie and also using the theory of Charles Sanders Peirce. The difference with this research is that in

the theory used, the researcher only takes some inspiration from the form of data analysis in the thesis because it has the same object, which is a movie.

From the results of the analysis of previous research, the researcher found differences, namely the types of objects used, each thesis uses a different object but uses the same theory. However, even though they use the same theory, the method of conveying the results of the object under study is different according to the views of each researcher. As for those who have the same object but use different theories and also different ways of analysis. In this research, the researcher uses a film object which will raise the issue of the signs that exist in the main characters of the film *Encanto* (2021). The researcher will focus on symbols in each of the main characters in the film which contain signs which will be studied using the Signifier and Signifier theory of Ferdinand De Saussure.

1.2 Statement of Problem

From the explanation above, the main topic that the researcher will discuss in this study is to find the meaning of the signs in *Encanto* (2021) movie. The signs will be explained according to the meaning contained therein. Based on the background of the study, the researcher concludes that the following two questions will be the main focus of this research, namely:

1. What signs are found in the main characters *Encanto* (2021) movie?
2. What are the meanings of the signs in the main characters *Encanto* (2021) movie?

1.3 Research Purpose

Based on the questions from the statement of the problem above, the purpose of this study is:

1. To find out the signs found in the main characters *Encanto* (2021) movie.
2. To find out the meaning of the signs described in *Encanto* (2021) movie.

1.4 Research Significance

From this research, the researcher hopes to provide many benefits for readers, other researchers, or even lecturers. Therefore, researchers propose the benefits of this research paper as follows:

1. Theoretically
 - a. The benefit of this research is that we can find symbols and the meaning of symbols in animated films.
 - b. Another benefit is that most importantly, this research can provide information on how to analyze symbols in films using Ferdinand De Saussure's theory.
 - c. This research can also be useful as an overview of other researchers who want to research related topics.
2. Practically
 - a. The researcher hopes that this research will make the readers understand more about the symbols and meanings in the film, and hopefully, this research will have a positive impact on the readers.
 - b. For students

Readers can better understand and participate in analyzing the signs in the film and also readers can better understand the true meaning of the *Encanto* (2021) movie has a lot of moral messages.

c. For lecturers

This research provides readers with a deeper understanding of the meaning of the symbols in the film *Encanto*. Presented in the form of visual symbols, verbal and also analysis with signifier and signified.

d. For other researchers

This research can be a reference for other researchers who are interested in analyzing symbols using Ferdinand De Saussure's theory of Signifier and Signified. This research can also provide more information about what symbols mean in the film.

1.5 Clarification of Key Terms

In this section, the researcher explains the definitions of the key terms used in this lesson. To avoid using terms, some key terms are defined as follows.

- a. **Semiotic:** The science that studies the system of signs and the meaning of those signs. according to Saussure (1996) Semiology is based on the assumption that as long as human actions and behavior carry meaning or as long as they function as signs, there must be a system of distinctions and conventions behind them that make that meaning possible. Where there is a sign, there is a system.

- b. **Signifier:** a form of sign such as sounds, images, movements, and expressions.
- c. **Signified:** The concept of the meaning of the signifier.
- d. **Sign:** Something that has meaning, shows something else.
- e. **Main character:** A character in a movie or drama that has an important role and has unique things.
- f. **Visual Sign:** Part of the sign is in the form of an image.
- g. **Verbal sign:** Part of a sign in the form of text or writing.
- h. **Film:** The form of moving images that have a meaningful storyline. Supported with dialogue, sound effects, characters, and also the background.
- i. **Encanto:** Animated movie set in the Colombian mountains produced by Disney.

