

CHAPTER I

INTRODUCTION

It is in this chapter that the foundation of this research is discussed. The study's background, research questions, research aims, research significance, and research scope are all included in this section.

1.1 Research Background

Similar to philosophy and logic, semiotics is a field that crosses disciplinary boundaries. Signs pertaining to various aspects of social life are studied by specialists. As a result, the signs that are studied by specialists are capable of being analyzed using a semiotics approach. The figure of Charles is known to be one of them.

In addition, Charles Sanders Peirce uses three different types of signs to represent signs that are based on objects: icon, index, and symbol (Irvine, 2019). As stated by Pradopo (2012), semiotics can be defined as the understanding of a sign or symbol in spoken or written language that carries meaning. Additionally, semiotics can be utilized to discover the meaning of advertisements pamphlets. For instance, in the case of a product advertisement, one can use semiotics to discover the function of the product that is being advertised. There are times when different people will have different ways of interpreting the same message. It was sometimes the case that the meaning of the message conveyed in the advertisement was made so distinctive as a

Based on the findings of this research theory concerning symbols, indexes, and icons. Chandler asserts that the traditional foundation of iconic sign-object relations

is found in the concept of resemblance. Images are frequently cited as prime examples of icons, and it is a common practice to do so. It is a necessary characteristic of a representational picture (like a portrait) that it is perceived as looking sufficiently like what it depicts in order for that object to be recognized. In contrast to the conventionality of words, the resemblance has been generally considered to be the basis of depiction that is considered to be "natural." Chandler (2022: 20) A simplified image is not the same thing as an icon; rather, an icon is an image that represents the object that it represents. Generally speaking, icons are a simplified representation of the original substance. When it comes to reading an icon, there is no requirement for both parties to reach a consensus because the audience is already familiar with the form that is being communicated. The creative and original abilities of designers are put to the test by the creation of icon styles that are appealing while still being comprehensible.

"The index sign category in Peirce's semiotics includes what has been recognized as a natural sign," Chandler says in reference to the second topic, which is about the index. In the same way that signs in words or pictures are considered natural signs regardless of whether or not there is any intention or desire to use them as signs, for instance, the presence of smoke indicates the presence of fire (Chandler, 2022:21). The index, in its most fundamental form, is a cause-and-effect relationship that is associated with the object that it represents. Indexes can be broken down into three categories: the spatial index, the temporal index, and the persona database. The index is a sign that shows a causal connection to the thing that it represents; it is also sometimes referred to as a sign that serves as evidence.

An index is a description of an event that has occurred. The spatial index is a term that describes the location or space of an object, creature, or event from the perspective of the person who is using the sign. Some examples of the spatial index include arrows, which can be understood as words that explain something, such as "here" or "there." There are also examples of the spatial index. This index, known as the temporal index, is used to connect things in terms of time. An example of a temporal index would be a time graph that includes captions for both before and after the event. This index, known as the persona index, involves connecting the various parties that are involved in a situation. Consider the use of personal pronouns as an illustration of a persona index.

While the third is a symbol, Berger states that "the natural environment inspires humans to develop themselves through the search for a meaning as in their experience, that meaning was learned and can even become a symbol that has an emotional influence on individuals and the others" (Berger, 2010:28). This is according to Berger's interpretation of the natural environment. This symbolic meaning is passed down from generation to generation in order to facilitate communication, as well as to cultivate human knowledge and attitudes regarding life. Therefore, a symbol is something that brings together or combines a particular aspect of the human experience. A symbol can be a word, an action, an image, or even a drama. Not only are symbols connected to the lives of individuals, but they are also connected to the lives of humans in the sense of society.

In addition, semiotics can be found in Movies that feature a sign that is displayed and generates the meaning of the message that is being conveyed in the

advertisement. the meaning of the message that is conveyed in the Movie is produced by signs that appear in the Movie. The medium of Movie is a communication medium that is used to convey narratives to the general public. Depending on the genre of Movie, the objective of the Movie may be different. The provision of entertainment, the transmission of messages or morals, the investigation of artistic and creative endeavors, and the documentation of historical or real-life events are all examples of common purposes for Movies. According to Antonius (2016), each section of the Movie is a semiotic representation of the Movie, and it contains signs in the form of images, colors, gestures, sounds, words, or objects. These signs can be found throughout the Movie. The purpose of this is to communicate to society the events that take place in each of the storylines of the movie that is being watched. In addition, semiotics can be found in a number of comedic Movies, including "MR. Bean," which is listed as one of these Movies.

The movie industry has been developing into a fascinating field in the modern period for people looking to exhibit their creative ideas and abilities. The majority of moviemakers believe that movies may be a platform for them to express their thoughts and viewpoints. Similar to drama, the movie uses gestures, action, and speech to convey ideas both orally and visually. Movie is a unique art work that has a profound influence on its audience since it blends paint, technology, music, literature, and drama, making it attractive to watch, according to Boggs and Dennis (2000: 2). Furthermore, according to Dennis (1985: 2), a movie can include spoken and occasionally written words (such as those on signs or a letter seen in close-up), background music, characters dressed in costume and scene, and other elements.

which the movie medium uses to communicate thoughts and feelings to viewers. Movie has the potential to be a vehicle for emotional expression; some moviemakers choose to work on projects that pique their interest. The movie might be seen as a moving picture with sound, color, and narrative. Moreover, a lot of movies depict real life, and a movie's plot might depict a real-world incident. from anybody anywhere in the world. A close examination reveals that, although certain parts of the movie appear to be out-of-the-ordinary sequences created by combining sound, motion, background, or other elements, the movie actually has a powerful narrative that effectively conveys meaning and information. Throughout the situation. Of course, every image, sound, gesture, and other thing acted out or presented in the movie has a purpose.

Movie is one of the audiovisual media forms that she works with. In addition to being an artistic creation, movies can be utilized as a source of amusement and information. Movies can be used as a leisure and teaching tool. Cinema can be viewed as an industrial output, a commercial item, a piece of art, or a popular form of entertainment. It is also referred to as a motion picture or feature movie. In light of this, scientists are interested in learning more about the symbols present in the movie Good Night, Mr. Beans. The author intends to conduct study and title his article "semiotic triangle theory in movie good night Mr. Bean " in light of Mr. Beans' comments.

"Bean: The Ultimate Disaster Movie" is a movie that follows the absurd adventures of Mr. Bean, who is portrayed by Rowan Atkinson. Mr. Bean was dispatched to the United States in order to attend the launch of a painting that is

extremely valuable. Upon his arrival in the United States, Mr. Bean, a peculiar and awkward individual, immediately caused chaos in his immediate environment. When Mr. Bean destroyed a painting that was worth one million dollars, he attempted to conceal the incident in typical ways, which resulted in a situation that was even more bizarre and peculiar. Despite the fact that he frequently causes chaos, Mr. Bean still manages to bring happiness and joy to the people who are in his immediate vicinity. In the course of time, Mr. Bean finds himself involved in a wide range of humorous and unanticipated occurrences, such as a football game that is full of chaos and adventures that roll around the city. The movie is a crazy experience that keeps the audience entertained from the very beginning to the very end because it combines Mr. Bean's signature physical comedy with an entertaining story all throughout.

There are three sections to this episode's movie: The scene of part 1 is titled "hospital." Part 1 of the episode "A Running Battle" recreates the incident in which Mr. Bean parks the automobile behind the ambulance and blocks the black door, where Bean gets frustrated after the images are taken. likewise comparable to the scenario in Mr. Bean: The Animated Series' "In the Wild," where Bean becomes enraged after snapping a photo of a wild animal and discovers that he neglected to take off the camera lens cap before the animal left Bean. The Queen's Guard in Part Two.

The scene from Part 2 where Mr. Bean uses plastic wrap from a garbage can to cover up a naked angel statue's private area before taking a picture is repeated in Mr. Bean: The Cartoon Series episode "Art Thief."

Part Three is the scene of Sleep issues. As mentioned at the end of chapter 3, in another episode of "Big TV," Mr. Bean was shown turning on the screen while wearing his gloves affixed to a broom. In light of this, the researcher is curious to learn more about the symbols used in the movie Good Night, Mr. Beans. Based on the information provided by Mr. Bean, the author intends to conduct research and use this information as the thesis title: "Charles Sanders Peirce's semiotic triangle theory in movie of Mr. bean "good night Mr. bean".

The purpose of this research is to conduct a semiotic analysis of the Movie by employing a semiotic approach to find meaning and a semiotic approach to find meaning and find out the meaning of the movie in the Movie Mr. Bean. This is the objective that is to be accomplished for this research. Consequently, the meaning and message that is communicated by an advertisement will be more readily apparent through the utilization of semiotic analysis. Because semiotics is a science or method of analysis that aims to study signs, the message that a movie wants to convey will be more visible to the audience. Study the signs. Movie semiotics is a subject that researchers are interested in investigating because of this.

The Movie that will be examined is a comedy, specifically the Mr. Bean Movie, which belongs to the comedy genre. Because of the nature of semiotics, which is capable of conveying messages in the meaning of the movie that is being shown and is able to find the meaning of the three representations of Charles Bean, the reason for conducting research on the Mr. Bean movie is because of this nature. in a position to determine the significance of the three representations of Charles Sanders Peirce, which are the icon, the index, and the symbol respective. In order

to fulfil the three representations in which there are icons, indices, and symbols, Mr. Bean was selected as the subject of the research. This is due to the fact that the product possesses a distinctive, beautiful, and sophisticated appeal. Additionally, it satisfies the requirements of the three representations. The Mr. Bean Movie, on the other hand, is completely silent; the only sound that can be heard is the laughter that results from Mr. Bean's hilarious antics. As a result, the researcher is enthusiastic about the prospect of using Mr. Bean Movie as the subject of their investigation. Mr. Bean, who is well-known for his peculiar and unreasonable behavior, is a source of irritation for those who are in his immediate vicinity.

1.2 Research Questions

The problem of this research is divided in two questions as follows:

1. What is the icon found in the Mr. Bean Series: Episode “Good Night Mr., Bean”?
2. What is the index found in the Mr. Bean Series: Episode “Good Night Mr., Bean”?
3. What is the symbol found in the Mr. Bean Series: Episode “Good Night Mr. Bean”?
4. What is the representation of Mr. Bean Series: Episode “Good Night, Mr. Bean”?

1.3 Research Objectives

Drawing from the aforementioned research, the specific objectives of this study are to identify which icons, indices, and symbols in the movie Good Night, Mr. Bean relate to Charles Sanders Peirce's semiotic triangle theory. The following are

the two goals that the researcher hopes to accomplish with this research, which are based on the problem formulation that was presented earlier:

1. To find the icon, index, and symbol that are feature in the Mr. Bean Series: Episode “Good Night Mr. Bean”.
2. To find the icon that are feature in the Mr. Bean Series: Episode “Good Night Mr. Bean”.
3. To find the index that are feature in the Mr. Bean Series: Episode “Good Night Mr. Bean”.
4. To find the symbol that are feature in the Mr. Bean Series: Episode “Good Night Mr. Bean”.
5. To analyse the representation of Mr. Bean Series: Episode “Good Night Mr. Bean” viewed by the icon, index, and symbol.

1.4 Research Significances

It is possible to break down the significance of research into two distinct components. both theoretically and practically are included in those. To get a clear understanding of it, it is necessary to comprehend the following points.

1.4.1 Theoretical Significance

A theory developed by Charles Sanders Peirce was utilised in this study. Peirce's semiotics, which focuses on three interconnected relationships and the construction of meaning and values through the utilisation of icon, index, and symbol, served as the foundation for this theory. A representation of semiotics by Charles Sanders Peirce is applied through the Movie Mr. Bean, and the three relationships are a part

of that representation. By conducting this research, the researcher is able to gain a deeper understanding of the semiotics that pertain to the signs that are contained in Movie.

1.4.2 Practical Significance

Those individuals who have an interest in a subject that is related are the primary target audience for this research. This study is also designed for individuals who are interested in gaining a more in-depth comprehension of the subject matter, in order to investigate signs and acquire fresh points of view. Within the realm of advertising semiotics, this research will be of assistance to researchers in expanding their knowledge. For other academics who are interested in analysing advertising semiotics through the lens of Charles Sanders Peirce's theory of icon, index, and symbol of movies, this study will also serve as a source of information. As a result, it can serve as a source of reference for students and as a material for those who are conducting research to take into consideration.

1.5 Previous Studies

In this section the researcher has presented several previous studies that are relevance to this research. To determine the position of the study and explain the differences.

Many studies related to semiotic focus on analysis icon, index, symbol and the representation have been carried out by previous researchers, some of which were the first to be carried out by (Kemuning, 2020) in title An Analysis of Index, Icon, Symbol in The Song of Ikat Aku Di Tulang Belikatmu: Sal Priadi.

The study aims to determine the types of icons, indexes, and symbols contained in the song "Ikat Aku di Tulang Belikatmu" by Sal Priadi. The theory used in this study is the sign system theory with a semiotic approach proposed by Peirce, where this theory can divide the sign system into three parts namely icons, indexes, and symbols. The research found that the lyrics to the song have a figurative language form in which there are many semiotic meanings that make people interested in understanding first-hand about icons, indexes, and symbols by listening to them and interpreting the lyrics of the song.

The second was from (Pauzan, 2018) with the title A Semiotic Analysis of the John Wick 1 Film Using Charles Sanders Peirce's Semiotic Theory. This research analysing three kinds elements of signs, there are icons, index, and symbol. The research was descriptive qualitative method and using semiotics theory by Pierce. The findings reveals that nine kinds of signs from the data, that in analyzing the meaning of each sign, the meaning was interpreted primarily from the relationship between the representamen and the object. The relationship between the representamen and its object, indeed, produces the interpretant, which is the interpreted meaning of the sign.

The third was form (Sarah, 2021) with the title Representation of Feminism in The Film of Jane Eyre (2011): Semiotics Analysis Study of Charles Sanders Peirce. The subject of this research is the Jane Eyre film with the object of research being the scenes which represent the feminism of the main character Jane Eyre. The research conducted, the meanings of representation of feminism

that can be interpreted through the characters, scenes, and properties used in the film. The conclusion of this study is the representation of feminism in the Jane Eyre film which is reflected in the main character Jane Eyre.

The fourth was carried out by (Baharsyah, Ardayati, and Triyogo, 2020) with the title A Semiotic Analysis on Icon, Index, And Symbol in Get Out Movie. The purpose of this research is to find out the icons, indexes, and symbols in Get Out movie. The study conducted found that the sign is a color, a gesture, a wink, an object, a mathematical equation, etc. Sign can be classified into icon (something that tells the exact meaning of a sign), index (a sign that might imply possible connection with other things), and symbol (a sign which its meaning is determined by popular words or sentences that people frequently use time after time). There were thirty signs found in Get Out movie. There were three icons, twenty indexes, and seven symbols in this study.

Therefore, from the previous studies mentioned above, the differences and similarities with this study are that the similarities discuss the icon, index, and symbol and the research method used is a descriptive qualitative method. While the difference is that the previous studies used the object of research used by the previous studies and the research was different, for this study the analysis icon, index, and symbol in Good Night Mr. Bean video were used.

1.6 Definition of Key Terms

There are a few terms that are very important to describe the research, and they are related to the title icon, index, and symbol of the movie Mr. Bean

a. Icon

A symbol that represents a source of reference by means of some form of replication, simulation, imitation, or equation is referred to as an icon. In order to represent a reference source by means of a simulation or equation, a sign was developed. One that already exists sign is designed to have a visual likeness to the source that it is referencing.

b. Indexes

In addition to being referred to as a sign as evidence, the index is a sign that is established in a causal (cause and effect) relationship with the thing that it represents. The index of a sign whose nature is dependent on the presence of a denotation in the world.

c. Symbol

The object is represented by the symbol, which is a sign that achieves this through agreement within a particular context. Meanings in a symbol are constructed through the institution of social agreements or the accumulation of a number of histories.

d. Movie

Movies are a form of visual and audio media that combine moving images and sounds in order to tell stories, convey messages, or present artistic experiences. Cinematographic technology is utilized to record, edit, and display a sequence of moving images that give the impression of continuity. Movies are typically produced for the purpose of providing entertainment, educating the audience, or expressing artistic expression.

e. **Mr. Bean**

Rowan Atkinson, an English actor, is commonly credited with portraying the iconic comedy character Mr. Bean. In the year 1990, Mr. Bean made his debut on television screens, and he quickly rose to prominence as one of the most well-known comedic characters in the entire world. During his early life, Rowan Atkinson was born on January 6, 1955 in Newcastle upon Tyne, England. He was also responsible for the creation of his character. He attended Queen's College in Oxford, where he majored in electrical science over the course of his academic career. On the other hand, his primary interest has always been in the performing arts at all times. At the beginning of the 1980s, Atkinson started developing comedic characters and joined the comedy group known as "Not the Nine O'Clock News."

Bean can be traced back to the introduction of the character of Mr. Bean in the television comedy series "Mr. Bean," which made its debut that same year. Mr. Bean is a figure who is unable to express himself, is eccentric, and is frequently involved in ridiculous chaos. A unique and humorous facial expression that does not require the use of words is what distinguishes this character and makes him instantly recognizable all over the world. Rowan Atkinson became a global celebrity as a result of the "Mr. Bean" series, which was a huge success and brought him a lot of attention. In addition to gaining popularity in the United Kingdom, this character has also achieved fame on a global scale. Later on, Mr. Bean was adapted into a number of Movies, such as "Bean: The Ultimate Disaster Movie" (1997) and "Mr. Bean's Holiday" (2007).

The character of Mr. Bean continues to be considered one of the most iconic comedic characters in the annals of entertainment history. He has been adored by audiences of all ages due to his hilarious and incomprehensible sense of humor. By playing the character of Mr. Bean, Rowan Atkinson was able to establish a legacy in the world of entertainment that will endure forever due to his comedic contributions. It is still possible for Mr. Bean to bring joy and laughter to audiences all over the world, despite the fact that he is rarely heard speaking.

