

# CHAPTER 1

## INTRODUCTION

This section presents the Introduction of this study. The discussions are about Background of Study, Statement of Problem, Purpose of Study, Significance of Study, Scope and Limitation and Definition of Key Terms.

### 1.1. Background of Study

Literature is a writing creation that expresses live expertise in selecting a word and provides a dramatic effect in each word. The use of language is connotative; it aims to create the literary composition which could be accepted by all audiences. There are several works of literature such as novels, poetry, prose, film and more. Film as a Literature creation could be a media to deliver an artless idea and an area for everything flows.

Boggs and Petrie (2000: 2) said in one of their masterpiece titled “The Art of Watching Film” that film is an art product which can make a big impact on the viewers who watch it. That's because film is a combination of image, music, culture and drama, so it becomes an interesting spectacle. The advantages of the film can also make the audience get into the storyline indirectly because the film contains dialogue and gestures combined with the expertise of the actor / actress who plays a role in it.

Films are divided into several categories including: story films, news films, documentary films, and animated films (Effendy, 1993: 210-216). According to Chandra (2000: 1) animated film is a series of images that move and look alive.

However, the animation film industry has developed very rapidly. Animated films are no longer dedicated for children only but it can be enjoyed for all people. High imagination is required for internal director film making so that the message of the film may well be delivered.

Semiotics is a theory that studies about signs. Semiotic studies about signs in the context of scenarios, images, texts and scenes in the film so it become something that can be interpreted. Semiotics according to Barthes (Kurniawan, 2001) basically is semiology that learn how humanity is, meaning things (things). *Understanding* in this case can be mixed with communicating (to communicate). *Meaning* means that objects not only carry information but also to communicate through signs.

The sign is not limited to language but there are also things which is not language. Social life is a form of sign, in words other social life whatever its form is a separate sign system. Social life is often depicted in film shows. Therefore, the implied signs in the film can be received by the viewer inside his life (Kurniawan, 2001).

The researcher is attracted into animated film and decided to choose Inside Out film. Inside Out, animated films by Disney-Pixar Animation in 2015 is a movie that tells about the girl who is 11 years old year named Riley Anderson.

Riley has various emotions inside his body. In Riley's mind, there are five emotional characters: joy, sadness, anger, fear, and disgust. The five emotional characters represent enough of the message that will be delivered to the audiences. This movie was directed by Pete Docter who was inspired by his daughter. In enjoying Inside Out film, the audience will be invited to see what is in Riley's head (Riley mind). This basic emotional character will be further investigated by the researcher using a semiotic analysis of Charles Sanders Peirce.

The researcher started to analyze the icon, index, and symbol that exist in the film and using Charles Sanders Pierce's model to get the pure meaning of every icon, index, and symbol which appears in Inside Out film. The researcher choose icon, index and symbol as a main subject for this study, its because Lee, Oey Hong (2009: 126) states that film is one of a communicate media and for the best part is the researcher personally has a concern to watch films because sometimes the researcher finds something that could be a new question in mind. For example, Riley, the main character in Inside Out film are really loves to play a hockey and plays randomly with the boys although she is a girl. Semiotic is also makes the researcher interested because it has a strong influence on communication, especially visual communication. Because in daily interaction, people may produce a sign and that sign has a meaning and from that sign, people will understand what others mean. In this study, the researcher has a same object as Khairun Nisa's research with title "Cattleya Orchid Signs in the Colombiana (2011) Film" and she was using a Roland Barthes model to know about denotative and connotative meaning. In Nisa's study, she explains how each sign reflects Cataleya's self-identity as the

main character in *Colombiana* (2011). As the researcher said above, this research has a same object as Nisa's thesis but with different approaches. The researcher decide to using Charles Sanders Peirce analysis model like what Alfan Asyraq Pauzan put in his thesis with title "A Semiotic Analysis of the John Wick 1 Film Using Charles Sanders Peirce's Semiotic Theory".

Based on the research above, finally the researcher conducted a thesis entitled "A Semiotic Analysis of the *Inside Out* Film Using Charles Sanders Peirce Model".

### **1.2. Statement of Problem**

Based on the background of study above, the research problems are;

1. What signs are represented in the *Inside Out* film based on analysis model of Charles Sanders Peirce?
2. What are the meanings of icon, index, and symbol as expressed in the *Inside Out* film based on analysis model of Charles Sanders Peirce?

### **1.3. Objective of Study**

Based on the statement of problem above, the objectives of this study are;

1. To explore the forms of signs expressed in the *Inside Out* film.
2. To describe the meaning of icon, index, and symbol in the *Inside Out* film.

#### 1.4. Significance of Study

This study is intended to give contribution for both English Language Education Department (ELED) and the student in teaching-learning activities.

1. For ELED, it is expected to provide some information and contribution for the advancement of English Language Education Department in the future.
2. For students, this study is expected to broaden their comprehension on semiotic analysis by Charles Sanders Peirce, especially in a film.

#### 1.5. Scope and Limitation

This scope and limitation are about the analysis of sign which appears in Inside Out film. Film can be analyzed using a semiotic aspect of sign, which is icons, indexes, and symbols proposed by Charles Sanders Peirce.

#### 1.6. Definition of Key Terms

In order to avoid ambiguity, misinterpretation, and misunderstanding, it is important to define some terms related with this study;

1. *Semiotic* is a study about the role of signs as part of social life (Saussure in Chandler, 2007:16).
2. *Icon* are signs that refer to objects that are symbolized only based on their own character, and what whether such objects really exist or not. Such as, the photo of President Donald Trump means that the photo is an icon of President Trump.
3. *Index* is a sign that refers to the object that it shows because it is really influenced by that object. Such as, water is an index of a sea or water could be an index of a bottle.

4. *Symbol* are signs that refer to objects that are shown based on the law, usually associations of general ideas, which causing an interpreted symbols to refer to that Object such as Not Parking symbol or DANGER warning.
5. *Film* can be interpreted as one of the audio visual communication media that aims to convey a message and lessons to someone or a group of people who watch it. In addition, film is also a product of art which have a complete element includes picture, literature, music, novels, photography etc.
6. *Inside Out* is a 2015 United States 3D animated film directed by Pete Docter and produced by Jonas Rivera. The script of this film was written by Pete Docter, Meg LeFauve and Josh Cooley, while the story of this film was written by Pete Docter and Ronnie del Carmen based on Pete Docter's experience of the change in behaviour of his daughter, Ellie, who was 11 years old. The process of developing this film was assisted by a number of psychological scientists including Dacher Keltner from the University of California, Berkeley. The film stars Amy Poehler, Phyllis Smith, Bill Hader, Lewis Black, Mindy Kaling, Kaitlyn Dias, Kyle MacLachlan and Diane Lane.
7. *Charles Sanders Peirce* started to writing about semiotics in the 1860s, when he designed his system from three categories. This particular type of tradic relationship is a fundamental for Peirce understanding of “logic as formal semiotics”