

## CHAPTER II

### REVIEW OF RELATED LITERATURE

This section presents review of related literature that is based on relevant theories. The discussions are about Semiotic, Charles Sanders Peirce model of Semiotic and Film.

#### 2.1. Semiotic

When we talking about Semiotics, imposibble for us to forget two significant models which discuss about a sign, those of the American philosopher Charles Sanders Peirce and the Swiss linguist Ferdinand de Saussure.

Based on Saussure then quoted by Danesi (2004: 3) semiotic is a Greek language, *semesion* which means a sign. In generally, semiotic means study of a signs or an epistemology about the actual sign that happen in real social life. "Semiotics studies the role of sign as a part of social life" (Saussure in Chandler, 2007: 16). In other perspective, Sobur (2003: 12 and 15) said that semiotics is a method or a sciene to analyze a signs. Hippocrates (460-377 B.C.) in Sebeok (2001: 4,) confirm that semiotics is a part of medicine for the study of a semeion 'mark, sign' that stands for something other than itself.

According to experts and some definitions above, the researcher sum up that semiotics is a study or a sciene about a signs and everything related to it. Semiotics is a method or a sciene which its main role is to analyze a signs. Almost all the pioneers, researchers, practitioners, and authors of semiotic have

decide to agree that semiotic is stand or concerned for everything that can be seen or can be interpreted as a sign as stated by Umberto Eco in his book ‘A Theory of Semiotics’.

The American Philosopher, Charles Sanders Peirce said in Sobur (2009: 41) that sign is something which stands to somebody for something in some respect or capacity.

## **2.2. Charles Sanders Peirce model of Semiotic**

Charles Sanders Peirce (1839-1914), whose surname is pronounced „purse“, well-known as a pioneer of pragmatism doctrine, was a son of Benjamin Peirce, a Harvard professor of mathematics and astronomy and at the time, America’s foremost mathematician, Sobur (2009: 39) and Vera (2014: 16). He has provided a general theoretical basic of signs through his writings paper and it is compiled in his work entitled *Oeuvres Completes* (Zoest, 1991). The main principles of Peirce's theory are the human mind and sign boundaries, the three-dimensional system and the relativity regarding the three typologies or taxonomies of signs (icon, index and symbol).

Peirce (2009, 2016: 41) in Sobur says sign as "something which stands to somebody for something in some respect or capacity". A signs may include sounds, words, and everything that could give a guidance as a process of communication, like a product, shirt, street board and every symbol with meaning. Studies of signs become a serious study in linguistics and literature. Peirce said that sign is an anything which is so determined by something else,

called Object, and so determines an effect upon a person. This effect called Interpretant.

According to what Peirce said above, his model of sign are separated to the three categories; a representamen, an object, and an interpretant. Peirce called the interaction and the relation between a representamen, an interpretant and an object is “semiosis.”

1. A representamen is a sign that represent another sign, it is object. A representamen is the originally (first) before its interpreted.

2. An object, on the other hand is what the sign represents. The sign can only represent the object also it can express something about the object, the thing which is referred.

3. An interpretant, the product of connection between object and interpretant. For the example, word *cigarette* as a representamen, the object is a *cigarette* as physically, and the interpretant is what possibility thought that appears when we heard a word *cigarette* such as “smoke”, “fag”, “Kuba” or more extremly thought, like “weed” and etc.

It is obvious that these three element (Representation, Object, Interpretant) is something that should have together. A Sign, or Representamen, is the first element which stands in such a genuine triadic relation to the Second element, the Object. This element is capable to determining the Interpretant, the third element. This element has the same triadic relation to its Object in which it stands itself to the same Object. These three elements cannot be seperate it because they have their own function for each elements. They are

dominating each other so that semiosis process can be more clearly and understandable.

A number of authors further elaborate Peirce's ideas in his triadic model of semiotics. According to Sobur (2009:41), based on its sign or representamen, Peirce divides representamen into three, which is Qualisign, Sinsign, and Legisign.

1. A Qualisign is a quality which is in the sign. It cannot actually act as a sign until it is embodied such as the loud voice, sweet voice, a clock means time or discipline, or the concept of the color, such as black means dirty, dark, empty. White means pure, clean, etc.
2. A Sinsign is a shape that exist in a sign, or the real physical. The example is, a girl who screams means that she is probably in a dangerous situation or getting hurt. A cry baby could be a sign that the baby is hungry or affraid or cold. Someone's laugh or the sounds of chicken in the morning, etc.
3. A Legisign is a law or the rule how the thing should be. This rule is usually made by human itself and it has been agreed, such as traffic lights, the sound of whistle in football game, Yellows flag, or even a nod, which means yes, etc.

According to Peirce (in Vera, 2014: 24-26), based on its object a sign may be termed an Icon, an Index,

An Icon is a sign which refers or resembles to something or to the object that it denotes merely by virtue of characters of its own, and which it possesses, just the

same, whether any such Object actually exists or not. An icon may have as its representamen a qualisign, a sinsign or legisign. The example is, a photo of President Ram Nath Kovind, it means the photo is an icon of President Ram Nath Kovind.

1. The reference between a sign and its object is indexical if the sign really is affected by the object. An index is a sign which refers to the Object that it denotes by virtue of being really affected by that Object. For example, smoke is an index of fire.
2. A symbol is a sign which refers to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the Symbol to be interpreted as referring to that Object. Such as traffic lights and national flags.

An index itself is still have a connection to the Object, cause and effect connection. Although, this connection is not really strong enough. The characteristic of index has three, which is:

1. It refers to individual unit;
2. It has no resemblance to their own object;
3. It directs the attention to its object.

Then there are the Interpretant, it divided into three categories, which is a Rheme, Dicient, and an Argument.

1. Rheme is a “probability” in interpretant or a sign that allows someone to interpret based on something that he choose to see. Taking the example, when

you see someone with red eyes, he / she might only sleepy, or just irritation, or he / she just woke up from the bad, or even he / she could be a drunk, there are many possibilities in this “red eye” case.

2. Dient is a sign or a mark that showed an information about the sign based on the reality of life. Let say if you see a warning or an sign to be careful on the road, it means that many accidents have occurred on that road.

3. Argument is a sign where the sign itself is not an object but directly the rules. This is a sign that immediately gives a reason about something. If you see warning rules not to smoke at the gas stations, it means that the gas stations are the most flammable places.

### **2.3. Film**

The origin of “film” itself was came from the fact that photographic film (film stock) has historically been the primary medium for recording and displaying motion pictures. Structurally film is formed from many shots, scenes, and sequences (Joseph V Maschelli, *Anggriani*, 2016: 178). Many other terms exist for an individual motion picture, such as a picture, moving picture, picture show, photo-play and flick. In Greece, film also known as cinema, cinema is an abbreviation of cinematograph (Vera, 2014: 91)

Between 1927 and 1940, the film business around the world underwent significant changes. It all began in the Second World War, when the

film had become a public leisure consumption in all major cities and even in small villages throughout the world. As a population and market demand continue to increase, cinema begins to become a part of life, and continues to expand its influence to other cities and villages. As the result, the experience of seeing a film begins to change slowly, as a developers application practically add sound to the film. This kind of “sound films” were certainly popular especially with European and American audience. Film theaters around the world started to invest and developing a new audio system and slowly to leaving the silent films behind. In the beginning of 1932, sound films, or mostly known as a Talkies (talking pictures) begin to be enjoyed by the public and the founder is the studio of American film, Warner Bross, until finally created an icon of Hollywood (American Film).

After the 1970s, American Cinema have been resurgence and this is inseparable from the role of television shows, who is direct by Spielberg and George Lucas (Sobur. 2006: 126). In America (United States), movie is a common name for a film, while in Europe is more prefer to use a word “film”. Film is one of media that can affect people mind and they affect childhood and youth people (Joel Spring, 2005: 351).

In addition, film is a series of still or moving pictures. It is produced by recording photographic pictures with cameras, or using animation techniques and visual effects. The process of film making has developed into an art and industry form. Films are made up from a series of individual pictures that called frames and when these pictures are shown rapidly in succession, an audiens has the illusion that motion is occurring. Film is one of the best audio-visual art

form that ever created. It is exclusive art, complex, hard to define, but the element of the film itself is instantaneous and universal. Film offers a projected moving pictures with real life sound, a language which incorporates the characteristics of everythings. Then, It is finally becoming accepted in educational circles, such as for study analysis or as a research in higher institution.

While according to law No. 33 of 2009 about a film, it is a work of art and culture which is a social institution and a mass communication media which made on cinematographic rules with or without sound and can be displayed. According to Effendy, in his book *Kamus Komunikasi* (1929: 226), Film is a visual and audio-visual media which has a functions to deliver a messages to a group of people in a one place.

In other words, film is one of social phenomenon that has several meanings in human life. Many messages are contained in a film when the film is interpreted as it should. In the world of literature, some people see a film as a work of art and entertainment, as a means of free expression in a learning process, but there are some people who tend to interpret film as an empirical reality that honestly copies the social values that occur in a society.

In his book *Lima Hari Mahir Bikin Film* (2014: 17) Javandalasta said there are five power that exist in a film, which is:

1. Film can make a strong emotional effect and able to connect the audiens with personal stories that appears in a film.
2. Film can directly make a visual contrast ilustrasion.

3. Film can communicate with the audience without limits perspective of thought.
4. Film can motivated the audiens to make a change.
5. Film also works as a tool that able to connect audiens with a real life experience throught the picture.

In reality, the strength and the ability of film reaches many social segments, which makes film practitioners have a potential to influence or shape an audience's view with the moral value in it. This is based on the assumption that film is a portrait of social reality. Film is always copying the reality that grows in a society and then projects it on the screen. Plot in a film is one of the elements that represent a reality, including the creativity, also the imagination of filmmakers who try to construct a real reality into a virtual reality / technology.

According to Heru Effendy (2009: 3 - 6) films are divided into three types which is:

1. Short Films (*Film berdurasi pendek*)

This kind of film is usually or mostly only take 30 until 60 minutes duration. Basically, this type of film is often made by students to fulfill their assignments, or it could be just a small film industry and they make a short films only for the competition or personal satisfaction, even a big producer usually makes a short films and this project could be the part of his next film in the future.

## 2. Feature Length Films (*Film berdurasi panjang*)

This type of film is normally takes more than 60 until 120 minutes duration, even in some cases, there are films that take more than 120 minutes duration. Actually, this kind of film is not much different from the Short Film. The only difference is in the duration and more complex story.

## 3. Documentary Film (*Film dokumenter*)

Documentary films are one of creative way to represent of reality. This kind of films are basically present reality through story and it is made to show to the audience about information, education, history, or even a propaganda that happened in the past. The duration for the film itself takes from 20 minutes or even more than an hour.

According to Burns Amy Capwell (2009: 6), the genres of the film are divided into seven categories including action, horror, drama, comedy, and animation..

**1. Action** film is a film which dominating by a fighting sequences in a whole scenes, including explosion, gun shooting, good cops, bad guys and everything with physical action concepts.

**2. Horror** film is a film with a dark and scary scenes in it. Normally horror film delivered with intense music, shocked movement, black magic power, witch and everything that smells spooky and dark.

**3. Drama** film is a film that usually only focus to their plot and script. This kind of film oftenly give us a heartbreak story and make us feel the sadness of the main characters going through.

**4. Comedy** film is a film with mostly focus on humour in every scenes. Usually this types of film is not truly attention to his story, as long as it could delivery a laugh to the audiens, it is good enough.

**5. Animation** film is a film that consist a moving pictures or frames with different positions and Disney corporation is one of the most famous animation in films industry. This type of film is basically the reflection of reality which exist in real world situation. The story of this genre also full of imagination and fantasy. Usually, this genre is also combine all of the elements in other genres, such as action, drama, comedy even a horror segments. This is why animated films are always able for all of audiences segment, including children, an adult, even an older one.

This is also the reason why a researcher choose an animated film as a main object for this research.

The reason why a researcher choose this film as the object of this research, because the researcher itself loves to watch a films, either that a long film or short film, action or horror genres, basically all of the genres, and especially an animatied films. The researcher also choose a semiotics theory because a researcher believe that a good films is not always seen from a twist of the story or from the actor, a cinematography or the genres, but a dialogues on a script has an important job to make a films run well, and normally a

semiotic sign are often found in a dialogue or in several scenes that requires a fully attention from the audience.

