

# CHAPTER I

## INTRODUCTION

In this chapter, the writer explains a few issues; background of the study, research questions, research objectives, research significance, and the last is the definition of key terms.

### 1.1 Background of Study

Advances in technology that thrive not only affect the lifestyle, but also influence the communication that makes communicators easier to convey a message. It must be understood that human life never escapes communication. Its social interaction process through the symbols and the message system. According to Mehrabian (1972: 36), communication takes place when a person delivers a message in the form of certain emblems and is received by the other party responsible for it. In communicating, people express their thoughts as well as their feelings. The mind may be ideas, information, opinions, and others that arise from it. Feelings, however, can be confidence, assurance, doubt, worry, anger, courage, and so forth, emanating from the deepest heart. The communication is a frequent and widely known act through an exchange of thoughts, ideas, or the like.

The communication process is divided into two stages, the primary and secondary process. The primary process of communication is the process of conveying one's thoughts and feelings to another by using symbols as media. Symbols used are language, gestures, pictures, colors, that are directly able to translate thoughts or feelings of communication to the communicant, whether ideas, information, or opinions, on concrete or abstract matters.

A secondary process, however, refers to the process of conveying messages by one to another by using media tools or means as second after using the symbol as the first media. A second media example is letters, telephones, newspapers, magazines, radio, and movies.

Mass communication is a very influential media for humans. The way it works likened to a multitude of hypodermic needles or bullet theories triggered by

a science expert, in which the activity of sending messages is the same as the act of a drug injection that can instantly penetrate the soul of the recipient (Morrisan, 2005: 12). Moreover, the movie is a context of mass media communication that can deliver messages, either verbally or nonverbal. The movie is also an audiovisual. Both visual and audiovisual, a variety of media communications are present in human life.

The appearance of the movie in the early 1990s attracted public attention at that time. The advantages of the movie are in the life images that move close to reality, making it one of the popular media. With advances in technology, those motion-making developments transformed into improvement with the addition of sound.

Filming is a collaborative and dynamic artwork. A movie is produced in a series of mutually supportive variables. Ernest Lindgren (1963: 1), said that average film production requires the cooperation of many experts and technicians, who work together on one team, as a unit of production.

Movies can become media for expressing feelings. Many movies represent the true story of someone in the world. If considered more inside, the scenes in a movie are not just scenes made with a combination of sound, background, or motion, but when we analyze it, a movie has a strong character in conveying information and meaning through the scenes. Of course, everything done and displayed in a movie scene has meaning.

The ever-expanding media of communication and innovation annually, makes the society make of this as a necessity in addition to boards, clothing, and food. The sophistication of media communication now can be used by everyone, one of them as a media to proselytizing in increasing faith and loyalty, especially for Muslims. According to Huda (2018), *da'wah* or proselytizing comes from an Arabic word that has the meaning of "issue a summons" or "make an invitation." The term is often used to describe how Muslims teach others about their Islamic beliefs and practices.

In this modern era, the implementation of Islamic *da'wah* cannot only perform religious talks in mosques or sermons. Now movies can also be used as media in proselytizing because a film is a very fitting media to give influence to the

general public. *Da'wah* media, through art and culture, is beneficial and feels significant in terms of the application of Islamic ideology. It can be an excellent opportunity for proselytizers when the effects of the movie can fill with Islamic content (Alamsyah, 2012).

Movie is featuring a reality that is a virtual reality, not a real reality, and this is just a copy of the reality. The reality present in the movie is a result of a struggle between a filmmaker with living values and growing in the society around the filmmaker (Louis, 1996: 74).

Movie is one of the dominant media to transform and internalize Islamic values. Also, the values aspect of Islam teaching by three types distinguished, that is, the values of worship, *aqidah's* values, and the last are moral values. The values of worship teach humans that in every act, be based on a sincere heart to accomplish Allah's blessing. Observing the concept of worship values will eventually give birth to righteous, honest, and helpful humans. Moreover, then, *aqidah's* values teach people to believe in the existence of the Almighty Allah as the creator of the universe, who will continuously supervise and take into account the deeds of humans in the world. By feeling wholehearted that Allah exists and is Almighty, then humans will be more obedient to carry out everything that Allah had commanded and fear to do *dhalim* or damage on this earth's face. Furthermore, there are moral values which teach humans to behave appropriately and to be right according to norms or *adab*, so that it will bring about a peaceful, harmonious, and balanced human life. It is thus clear that the values of Islam are those that can bring people to happiness, well-being, and salvation in both the world and hereafter.

Basically, in a media study, the movie broadcast is being used as a tool in conveying the message, whether it is social, political, cultural, and as a means of sending proselytizing and moral messages. With the make of a movie, filmmakers expected that the audience could understand the storylines and words conveyed by the actor who plays his role. The message is framing by art that used any elements and techniques of cinematography. Sadly, though, many people who watch a movie is only enjoying the storylines without knowing the message the film wants to convey.

*Bilal: A New Breed of Hero* is an animated movie with the adventure genre production of Barajoun Entertainment, the movie company from Saudi Arabia, or more accurately Uni Emirat Arab (UEA). Ayman Jamal developed this movie as the directed, producer, and screenwriter. This movie appointed on the true story of a seven-year-old boy who dreamed of being a great warrior. It is just that eventually Bilal and his sister, Ghufaira, were abducted from their hometown and then sold as a slave, thrown into a world where greed dominates everything and filled with cruelty also injustice. Even though Bilal had suffered various hardships, he began to find strength for his way of life. Also, then, Bilal grows into a man who will inspire the world (Samdahl, n.d.). However, the Islamic content in this movie has been made more cryptic to embrace a wider audience.

The writer was interested in analyzing *Bilal: A New Breed of Hero* movie is because there are some lessons about Islamic moral values that we can take from the dialogues. Moreover, the writer will analyze the dialogue and also cast's visualization while dialoguing, uses Charles Sanders Peirce's triadic theory, and then will be represented with Islamic value. Then, the writer will look for a relation between the representation object in that movie.

Whatever is in this world is a sign, though some things do not have intrinsic significance, but can be classified as if we put it on purpose. Thus, the writer aims to know about signs deeply because sometimes the writer finds a question in mind, especially when communicating with others or only looking at pictures or videos that have no intrinsic meaning.

According to Umberto Eco (1968: 7), semiotics deals with everything considered a sign. So, in conclusion, anything can be a sign as long as someone interprets it as 'signifying' referring to something other than itself. In another sense, everything in life seems like a sign, and that is something to be given meaning.

This research was initially inspired by several previous research that interest. The first is The Portrayal of Muslim in The Visitor (2007) movie script by Pipit Supartini 2018. In her study, she discussed the representament that portrayed the Muslim identity used Peirce's semiotic theory. The results of the analysis show, there are 27 representament, which is 7 representament, explain Muslim identity, 15 representament about the character and characterization, and 6 representament

about the conventional treatment of it. Second, the study found is Semiotic Analysis on European Horror Movie Posters by Ade Masduki 2017. In his research, he discussed what semiotic elements are and what are the meanings of visual appearance on European horror movie posters. He used Peirce's theory for his research, and the result of his study shows that every selected European horror movie posters that analyze in this research have Ground, Object, and Interpretant. So the last study found is Superman's Denotation, Connotation, and "Myth" in Bryan Sing's Superman Returns by Herdi Wahyu Utama 2013. In his research, he discussed myth and symbol used the signification of two phases by Roland Barthes. The result of his research analysis shows that there are denotations and connotations of symbol S based on the story. Not only that, but he also finds the myth in the movie like resemblance to Jesus Christ.

## 1.2 Research Questions

According to the explanation in the background of a problem; that movie delivering messages with some goals, and something it is conveys indirectly with used argument or any kind Interpretant (signs). Based on the background of the study can be formulated into the research questions as follows:

1. What are linguistics and non-linguistics representament (sign) related to Islamic moral values in *Bilal: A New Breed of Hero* movie?
2. What kinds of objects from linguistics and non-linguistics signs related to Islamic moral values in *Bilal: A New Breed of Hero* movie?
3. What kinds of interpretants from the linguistics and non-linguistics signs related to Islamic moral values in *Bilal: A New Breed of Hero* movie?

## 1.3 Research Objectives

Based on the research questions above, it has three research objectives gained by the writer as follow:

1. To find linguistics and non-linguistics representaments (sign) related to Islamic moral values in *Bilal: A New Breed of Hero* movie.

2. To find the kinds of objects from linguistics and non-linguistics signs related to Islamic moral values in *Bilal: A New Breed of Hero* movie.
3. To find the kinds of interpretants from the linguistics and non-linguistics signs related to Islamic moral values in *Bilal: A New Breed of Hero* movie.

#### 1.4 Research Significance

Some expected by conducting this research. The benefits such as follow:

1. Theoretically, it is expected that this study will be able to make a new contribution to linguistics studies primarily in the field of semiotics in analyzing a movie.
2. Practically, in this study, it is expected to provide input and add insight into studying or reviewing a movie through a semiotic analysis research method. Moreover, this research is expected to be a reference to the next researchers interested in research that deals with similar problems.

#### 1.5 Definition of Key Terms

1. Semiotic; the study of sign systems, such as language, code, signals, and human speech.
2. Representament; in semiotics representament have meant a sign or signifier, whether physical or otherwise, which points to an object (Collins English Dictionary, n.d.)
3. Islamic values; values governed in the Qur'an and practiced by Muhammad SAW, the messenger of Allah (Ebady, 2001).
4. Movie script has meant a script containing dialogue and directions for a movie.
5. Bilal: A new breed of Hero movie; this movie has a background of around 1400 years ago and tells of Bilal bin Rabah, a 7-year-old boy who became a slave, and then as an adult, he became an "Islamic Muezzin" and became one of Muhammad's friends.