CHAPTER I

INTRODUCTION

This chapter is divided into some topics deal with the research, including the background about the topics of naming characters and their name's associative meaning impact on the naming, following these topics are the previous studies related. First, the writer explains the background of the research. Second, the statement of problems denotes the naming of characters, and their name's associative meaning influences and values. Third, the research objective is to answer the statement problems. Fourth, research significance implies the development of semantic research, especially with the naming theory.

1.1 Background

The very long history of linguistic has contributed to various languages, which ultimately affect each of these streams has different views about language that gave the newest to a variety of grammar. As a complex happening, the English language can be observed and studied in various ways. Then gave the beginning to various branches of linguistics. According to (Chaer, 2014, p. 16), in terms of the broadness of the object of study, it discovered from general linguistics and particular linguistics.

In general linguistic is studied various languages, such as Indonesian, English, German, French, and another language. Whereas particular linguistics only focuses on studies upon one language. Moreover, language has meanings in every word, and language observed or studied from various aspects. Then start the new beginning to various branches of linguistics. Based on the extent of the object of study, in this research, semantic becomes an important issue that affects the language because a word or sentence has meanings that be studied, then the function of the word and sentence is useful (Chaer, 2014, p. 187).

Extensive knowledge of linguistics will undoubtedly be beneficial in completing and understanding a language. A linguist is required to be able to explain various language indications and predict the next indications. How can the

carry out these tasks if they do not have sufficient ability about this? For researchers, critics, and literary enthusiasts, linguistics will help them better understand literary works. The literary work that will examine and critically must use language as a means of expression. The ability in linguistics will be beneficial in researching these works (Alwasilah, 1985, p. 64).

From the beginning, the history of film, the filmmakers and film theorists tries to compare film with language. An endless way to justify the fact that film is a medium as well as a language. The main difficulty is in applying the conceptual "language" to describe words and images. It is shocking that the concept of "film language" has existed since ancient films (Thomas, 2009, p. 1). To define film and television is not appropriates, a language as well as in the language of literature. The truth: film and television are similar languages , and both use codes and signs to form grammar structures. What exactly makes the differences and similarities between language and film, the one concept discussed by several researchers and has tried to illustrate even since the start of Levi-Strauss's work. The researcher wants to examine these theories and understand what the meant by "language" in the concept of visual images.

As we know, if we want to read literary texts in a particular language, we must learn the signs and codes, the letters and words of that language. Because, to be able to read the visual images that appear in film and television, we must also learn or understand the signs and codes from film media. When a person makes a movie, the moviemaker will look for some material that is used to make a good film such as a movie script, an example of the "Fantastic Beast and Where to Find them" movie script, it is made in 2016, the fantasy film directed by David Yates. A joint British and American production, and it produced and written by J. K. Rowling in her movie scriptwriting debut, inspired by her 2001 guide book of the same name, and as the beginning of the foundation of a film (Fantastic Beasts and Where to Find Them (film), 2019),

Regarding the explanation about the movie script, the scripts are written to create the impression of things moving (Thomas, 2009, p. 129). This act of getting

somewhere does not always mean a chronological but sometimes a psychological one — the feeling of this motion created by a dramatist method of topping the event that happened before. Therefore, according to Thomas, The script presented to create the impression of moving on everything that described, feelings arising from the movement are created through a dramatic method to get the best scenes of events in the script and reach the peak, this is not only related to the chronological story in the text but sometimes also psychologically. The things that move can be in the form of naming characters, scenes, switching settings, rotation of time, and the others.

The naming characters related to literary works in the form of stories and movies. In the development of literary types, literary works produced the increasing variety works. One type of literary work is a movie script. A movie script is a story script that will made into a movie, and the movie script is one of the first things in producing a movie. In a movie script, there are elements such as character, dialogue, movements, and scene descriptions. According to (Tomaric, 2011, p. 129), the script is the blueprint for the story, and it contains dialogues, character movements, and scene descriptions. There is an old saying, "it ain't on the page, it's ain't on the stage." It means that every good movie is producing around a well-written script, and no matter how big the budget is, how good the actors are, how high the explosions are, or how dynamic the visual effects are, if the story is not immovable, involved and reliable, then the movie cannot be said as a good movie.

In the movie, a character plays the scene in a film, and the role of the character is meaningless if in a movie there is no story played by that character. Then a story is the important world created by the author, supported by several building elements, the whole elements occupy essential positions in a story, similar characters element has a role as conveyers of the mandate and moral value from the author. As (Abrams, 1989, p. 32) argues that characters are people displayed in a work that interpreted by the readers to have certain moral qualities and tendencies as expressed through speech and action. It can say that characters occupy an essential position as conveyers of the mandate, moral, or something the author

wants to convey. The author creates every character in the story as well as possible therefore, the reader can take the mandate and moral value to be able used in the original file. The author creates a character that is not without reason.

The character is someone in literary work who has some sort identity it needs be strong on the role, which is made of name, appearance, conversation, action, and possibly thoughts going in the head (Gill, 1995, p. 27). Besides, the character is someone in a literary work who has an identity that displayed through appearance, action, and conversation. If the reader wants to know the essential things, such as the characterization of a character, then the reader can pay more attention to those things.

Discussion of the characters in the story, the naming character in the dramatic text and in the movie script is critical to study because the effects can have many benefits for other related research. Moreover, the study of the naming character, including to semantic theory, because in each character provides a clear picture of life in the real world.

Moreover, naming is giving an object that makes it easier for someone to recognize. Everything has an own name meaning in it, except for naming a character in a movie. This point found the same names and new names in many movie stories, the names also direct as a figure of hope and identity of the characters. The characters built from different backgrounds then they have different names, the name characters created also based on consideration of the screenwriter between the name of a person, creature, and place. (Djadjasudarma, 2013, p. 47), argues that names are words that label every creature, activity, and event in this world. These names began a result of the compound and several individual circumstances, the nature of the various types of humans, and give the opinion that naming in each area.

The specific cultural environments for the same object undoubtedly different, and naming is a label of words for every living thing, object, activity, and events in this world. According to Aristoteles (Chaer, 2014, p. 44) giving a name

or labeling is a matter of convention or an agreement on among fellow members of the language community. Even though we can still explore the reasons of it and the causes or the events behind the naming or labelling of words in the lexicon language. In this case, naming is not arbitrary given, but has a specific meaning. The naming character of Spiderman in the film sequel of the Avengers shown the ability likes a spider, the names denoted because a character has an equal like a spider. He can take out the nets, climb the walls, and swing with his nets. Aside from the names of Spiderman, are still many other unique names unusual to research by the author.

In the language, there are an activity such as the delivering messages and meanings as a way of communicating from the speaker to the other person (Sudaryat, 2008, p. 2). This process is knowingly an activity that involves the study of meaning. For example, when someone buys Thai Tea drink, a drink made from Thai tea leave and pure milk, which mixed then cooked, and knowing that drinks named as Thai Tea drink. The naming was approving upon the seller and the buyer as well as the community. The example of an activity involving the study meanings related to how names made and why that saying. Then, the reasonable reason for a human using their language to communicate, interact, and understand each other so humans can find a way to live in a society.

Meaning is not a connection to show the naming, but it also associated with a meaning appear by thoughts or feelings that arise from the speaking and the speaker. That means an associative meaning. The associative meaning is differing on connotative meanings, stylistic meanings, affective meanings, reflective meanings, colloquial meanings, and idiomatic meaning (Sudaryat, 2008, p. 12).

The associative meaning can be related to the place, time, and symbols, that connected to various life concepts (Chaer, 2014, p. 60) for examples, the character of the Wizard (witch), mention the word "witch" than imagined to our minds is a grandmother rides a broomstick, wears a cone hat and strength with an anxious feelings magic used for evil things. However, this character is not describing a former doctor who became a supernatural expert, could move dimensions, and

switched the times because of the Time Stones. Also, become the one protector of the earth. This meaning by associative meaning with colloquial caused the meaning of words that tend to appear in their environment.

The developing of language that encourages widely sufficient researches to get more in-depth knowledge and theory in this century, (Chomsky, 1965, p. 20) clarifying the study of semantic is essential cause word meaning and sentences indeed of semantics. In various studies of language have pointed the different systems of language and possibility, and will be significantly connected with Saussure's theory about symbols component sign and signified, by investigating the study of linguistic lately the meaning can produce the purpose of language, because the language without semantic does not have any meaning. Language meaning or system meaning that combines language expressions of words (phrases) whose meanings are united and impenetrable with the meaning that forms, the others discussion of text and written languages found the letters of the terms, alphabet, script, graph, grapheme, and also calligraphy and graffiti (Chaer, 2014, p. 285).

Semantics is the systematic study of meaning, and linguistic semantics is the study of how language organize and expresses meanings (Nida, 1975, p. 3). Linguistic semantic is the topic but need to limit the expression of meaning in a single language. As one of the subsystems of linguistics, semantics can be different from others linguistic, which are separate morphology, phonology, and a grammatical subsystem (syntax). Phonology and morphology are central while the subsystem of semantic called peripherals because structuralism perceives if the meaning becomes a semantic object as intended clearly. The structuralism appreciates that meaning cannot be accessible empirically as subsystems such as morphology and syntax. This meaning can refute the facts or make such wording, making semantic study not getting attention.

While semantics is a branch of linguistics concerns with the meaning in words, phrases, and the sentence. Moreover, semantic is the technical terms applied refer to the study of meaning (Palmer, 1981, p. 127). In other words, semantic is the study of meaning within words, phrases, sentences to understand the speech or

text. Because when the meaning has a purpose or intention deduced from a word, then a meaning with the object is tightly interlocked and united. If a word not linked to a specific object, event, or situation, we cannot obtain the meaning of that word (Tjiptadi, 1984, p. 19).

The research on naming and meaning is not the first to be analyzes in different objects such as the naming of places, the people's names, or the others objects. Here are some studies that examine the naming:

First, the research conducted by Fithri (2015), Gadjah Mada University, Indonesian Literature study program with the title *"Naming Indonesian Film Titles Drama Genre: Analysis of Forms, Meanings, and Motives"*. She classifies and describes linguistic aspects in Indonesian film titles, drama genres and their naming motives, the titles was taking among 2000 to April 2015 and the total was 110 of samples were used inside this research. The differences from this research with the writer is the data of naming object collecting, to find the way of naming and associative meaning from naming of character in the movie script. In her research to find the similarity of theory and method to analyze the naming and meaning from the object.

The second research is titled "*Analisis Jenis Penamaan dan Jenis Makna Nama Panggilan Unik Pada Remaja di Desa Losari Kecamatan Rawalo Kabupaten Banyumas*" by Nanang Rahmat Hidayat 1201040019 Muhammadiyah University of Purwokerto in (2017). In his research, he discussed the types of naming and types of unique names meaning, take from the unique names of an adult in his district. He used Chaer theory of semantics to analyze types of naming and meaning the unique nicknames of an adolescent in Losari village. From this research, the writer takes the object of naming the name and how to get naming of the object, the research finds of similarity method and theory, the differences between this research and Hidayat is the object of analyzed.

The third research titled "*Analisis Semantik Makna Mengenai Penamaan (Penyebutan) Produk-Produk Yang Ada Di Indonesia*" by Riris Sumarna 389048

Gajah Madha University in (2016). In her research, she discussed the meaning of product names used in the community not done in any old way because the writing of naming is produce to influence the market value. Until the name must be a kindness with semantic meaning for an establishment, she classified products to see the type of naming conducted to sound, approximately, characteristic, historical, place, material, scientific and similarity. She used the semantic methods to find the meaning about naming products in Indonesia country. The differences with the writer can gets from this research is taking from the object and naming used with the community. However, the writer can take the method of semantic used in this research to find the naming and associative meaning can get.

The fourth research titled "*Penamaan dan Makna Asosiatif Pada Nama-Nama Kuliner Unik Di Surabaya*" Nur Izzanatus Sholehah, 121111105 (2015). In her research, she discussed the naming and associative meaning from the unique naming of foods in Surabaya with semantic method. The result showing the naming of names culinary foods in 'Mie Pecun" dominated with naming based on matters and mentioning typical characteristic, because, part of naming showings the basic matter names used and call the typical characteristic of menu. From the differences can get with this research that shows different object and element of naming can produce, she used the naming of culinary foods as the object and in this research the writer used the different object of data.

The fifth research titled "*Pemaknaan Mengenai Film Captain America: The First Avengers*" Mutia Khaerunnisa, 1400410031 (2017). In her research, the naming of character Captain America used the creating of character as the one symbol iconic in World War II, the election of costume with red, white and blue showing the appearance of United State of America. From the naming of character can get the commodity of character itself. Her research used pragmatic analyzes to know the naming of Captain America. From this analyzes, the writer took the conclusion of the data can take from the history of the name of character used the pragmatic and semiotic method.

In this research, the researcher is interested in observing and finding the names and associative meanings in the *"Fantastic Beast and Where to Find Them"* movie script. Because, the film has a unique name for finding and observing. Besides the other associative meaning constructed in the film is interesting to study. Based on the movie script that will be analyzed *"Fantastic Beast and Where to Find Them", (2016).* The movie created and written by J. K. Rowling. Therefore, the researcher is interested an investigated in doing a research about naming characters and their name's associative meaning with the movie script related entitled *"Naming Characters and their Name's Associative Meaning in the "Fantastic Beast and Where to Find Them-Movie Script" (A study of Meaning).*

1.2 Problem of Statement

Deal with the explanation above, naming and associative meaning is one of the semantic studies about the relation between signs or symbols things within. The author of movie script and film usually used naming and associative meaning to make the movie more interesting, fun, and easy to know. Hence, the research has formulated this research problem to give specific views about as follow:

1. How are the naming of characters in "*Fantastic Beast and Where to Find Them*" movies script?
2. What are the associative meanings of the character's names in "*Fantastic Beast and Where to Find Them*" movies script?

1.3 Research Objective

Based on the research question above, the research of naming and associative meaning as follow:

1. To identify the naming of characters in "*Fantastic Beast and Where to Find Them*" movies script.
2. To elaborate the associative meaning of character's names in *"Fantastic Beast and Where to Find Them"* movies script.

1.4 Research Significant

The writer expects this research can give much new knowledge to increase the understanding about the naming of characters and the associative meaning about names representation of characters.

Theoretically, this study aimed to enrich comprehending about the origin of semantic, especially the study of naming and associative meaning. Moreover, this study also gives more information about the meaning, especially the associative meaning based on context and movie script that will be gain our understanding and comprehending of the subject.

Practically, this study intended for further researchers, especially English Literature students, who want to conduct with the same field, naming and associative meaning. Since this subject rarely appointed by students as an object of their research, this study can provide new enlightenment to students who confuse to decide her subject of research.

1.5 Conceptual Framework

In this paper, the writer focuses to the representation of naming and associative meaning in "*Fantastic Beast and Where to Find Them"* movies script by J.K. Rowling 2001. In this movie, there are some naming shown the character of the movie. That can be analyses to the theory of naming and the associative meaning, in the other hand to the semantics term semiotics, semiology, semasiology, and significant terms (Sudaryat, 2008, p. 9). However, semiotic is more commonly used in linguistics because the other terms have a wider range of the objects, includes the signs meaning in general. As meaning studies, semantics produces the theory. It must have requirements as follows:

Predict the meaning of each sentence appears in the movie script, and based on the lexical unit that forms the word and sentence, than compare the word and sentence as grammatically and theory of naming and associative meanings from the incorrect semantic, the last classified the meaning related to lexical structure such as synonym, antonym, and homonym.

In this research the author took the "*Fantastic Beast and Where to Find Them*" movie script as an object research, which is the data obtained in the form of character dialogues and figures. After get the data needed, the data that has obtained, then classified according to the types of naming which consist of imitation of sound, mention of parts, mention characteristic, inventor and maker, place of origin, material, likeness, shortening and new naming, and associative meanings which consist of connotative meaning, stylistic food, affective meaning, repetitive meaning, colloquial meaning and idiomatic meaning.

The process of naming to describe objects, concepts, processes, and each other; usually by using the existing treasury, as follow with possible changes in meaning or the creation of words or word group. "At some original point, or points, a name is given let us say to a person, perhaps in a formal ceremony. People actually present at this begin to use this name and thereafter, depending on the fate of the named person and this original group, the name could passed on to other people" (Kridalaksana, 2008, p. 124). He explained that the naming processes could occur in formal ceremony given to someone, then people who present in the event started to use naming that given in the ceremony. This event is one example in naming someone.

Names are words that label in each objects, activities, and events in this world (Djadjasudarma, 2013, p. 47). Therefore, every person, object, event, and creature other lives are named and it is called naming. Despite this naming is different with the other one.

The point is every name gives, the name approves with the community or certain members in a group. Such as naming one food "*Cilok,*" when people see the food, they all agree to call it by name "*Cilok,*" not as "*Cireng*" or "*Cimol.*" Therefore, food given the name "*Cilok,*" first because the material is *"Cilok"* food ingredients mainly made of "Aci" or sago and the method of making plugged or pierced. Because "*Cilok*" is a food made from sago and cooked in such a way, then presented by stabbing, there is an accumulation of Aci *(ci)* + plugged in *(lok)* = *Cilok*.

Furthermore, the names and associative meanings are entering by the semantics in the science that studies meaning. This mentioned because of naming and associative meanings are included in semantics. This research was conducted in a way descriptive qualitative because the data presented are in the form of sentences and descriptions from the data. From this the research title can be took.