CHAPTER I

INTRODUCTION

This chapter includes the research background, problem statements and research questions, purpose of research, research significance, conceptual framework and definition of key terms.

A. Background of Problem

The researcher chosen the object of the animated film for this research. Namely the animated film of *Omar dan Hana* in the English Version. Omar and Hana are animated films from Malaysia. The film has a children's Islamic genre produced by Digital Durian since 2017. This film was created by Fadilah A. Rahman and Ainina. The content in the animated film Omar and Hana contains shalawat, tausiyah and also Islamic songs. The main roles are siblings named Omar and Hana. Omar is 6 years old and Hana is 4 years old. Besides Omar and Hana, there are several characters, namely, Mama, Papa, Sufi, Faris, Nuru, Sara, Ustaz Musa, Cikgu Laila, Puan Johnson, Encik Johnson and Indra. Initially this animated film only aired on YouTube, but it turned out that 60% of the audience came from Indonesia, therefore Omar and Hana's films were also broadcast on Rajawali TV.

This film was released in three languages, namely, Malaysian, English and Arabic. As Palapah and Syamsudin previously said, films contain elements of sound and images. Sounds and pictures are signs. Signs are the basis of communication. The signs contained in the animated film Omar and Hana will be further investigated by researchers for dig deeper using semiotic analysis.

Researcher chosen this object because researcher like watching cartoons and nowadays it's been rare for children's films with Islamic themes. The researcher chose this object also because the theme in the film was in accordance with the researcher's campus theme, namely State Islamic. And most importantly, this object is relevant to be studied using semiotics theory.

Semiotics is the study of signs and their associations. These signs can be in the form of pictures, sounds, words and so on. Signs always closely related to everyday life. Signs are also able to represent something that has meaning to convey. According to Prior, semiotics is a broad diverse field that involves the study of multiple kinds of signs conveyed via varied channels and media, of socially-organized and evolutionarily-generated sign systems, and of the conditions of signification or semiosis (i.e., the processes of making meaning from signs), (Prior, 2014).

Semiotics can also be referred to as a discipline that can examine all forms of communication between meanings that have a basis, namely the sign and marker system (Al-Ma'ruf, 2006). In semiotic studies, reasoning and logical thinking are very important. Therefore Saussure proposes a semiotic with reason and logic, which studies how people can reason with reason in a sign and a marker. Reasoning is direct through signs. Because a sign can enable a person to reason or think, in communicating with others, it also gives a meaning to what the world proposes to us.

Modern semiotic analysis was developed by Ferdinand De Saussure, a linguist from the continent of Europe and Charles Sanders Pierce, a philosopher from the American continent. The science developed by Saussure is the science of semiology which divides the sign into two components, namely the signifier and the signified. Signifiers are those that are located at the level of expression and have physical forms or parts such as letters, words, images, sounds and other components. While the significance lies at the content level or what ideas are expressed, and the suggestion that the relationship between these two components is arbitrary is important in the development of semiotics. (Berger, 2005).

Signifier are things that are captured by our minds such as sounds, visual images, and so on. Meanwhile signified, is the meaning or impression that is in our minds about what is caught. For example, smoke indicates a fire. Smoke is the signifier and fire is the signified. And for another example, you said "bastard" it is a curse that indicates that you are angry. So, the curse "bastard" is signifier and anger is signified.

Actually, the concept of Ferdinand De Saussure is not just a signifier and a signified. There are 3 other concepts besides signifier and signified, namely Langue and Parole, langue is a language as a system that contains rules and has become a convention. The language sign can be conventional writing symbol. Meanwhile, parole is a language as speech generated individually (Hasibuan, 2015). Synchronic and Diachronic, synchronic is a language study which studies language in a certain period of time, while diachronic studies language continuously or throughout the time as long as the language is still in use. Syntagmatic and Paradigmatic, syntagmatic describes the relationship between elements in linguistic concepts which are regular and orderly arranged. Meanwhile, associative / paradigmatic explains the relationship between elements in a speech that is not found in other related utterances, which are visible in language but do not appear in sentence structure.

In this case, because the object of research is a film, the sign itself can be present in the form of text, pictures, scenes that have meaning and are interpreted through the film. Film is one of the media that is able to apply semiotics because basically films are always built by signs (Laja, 2017). This is in line with Pierce's theory of semiotics, "*a sign is something which stands to somebody or something in some respect or capacity*" (Lantowa J., 2017). That means that the sign refers to something which certainly has meaning. Meanwhile, according to Sobur (Fanani, 2013). Saussure puts a sign in the context of human communication by separating what is called the signifier and the signified. In simple terms the signifier is a meaningful sound or meaningful strokes (material aspects), namely what is said and what is written or read. Meanwhile, signified is a mental image, namely the thought or concept of the mental aspect of language. Markers are things that our mind perceives such as sounds, visual images, and so on. Meanwhile, the sign is the meaning or impression that is in our minds about what is captured.

In this study, the researcher will analyze animated film using semiotic anylisis. Semiotic analysis is the study of signs that have a specific meaning behind them. Through this analysis, the writer can understand the conceptual meaning contained in the animated film Omar and Hana. Therefore, the researcher conducts an in-depth study entitled "Conceptual Meaning Of Signifier and Signified On Animated Film Omar dan Hana English Version".

Based on the researcher search at Sunan Gunung Djati State Islamic University, Bandung, research with the object of conceptual meaning of signifier and signified on animated film Omar and Hana : A semiotic case has never been done. But written find almost similar research, namely:

a. The first research by Pratiwi, Desi (2020) *Personal brand of Dian Pelangi on her instagram account: Semiotic analysis.* Used social media instagram as the object and the questions of research are focused on the denotation signs, the connotative signs and the relationships between a sign denotation and connotation to the concept of personal branding Dian Pelangi on personal instagram account. The study focused on the denotation signs, the connotative signs and the relationships between a sign denotation and connotation to the concept of personal branding Dian Pelangi on personal instagram account.

b. The second research by Qurotin, Ainun (2019) *The representation of Islamic values in Bilal: A new breed of hero movie a semiotic analysis.* Used movie as the object and the questions of research are focused on the linguistics and non-linguistics representament (sign), kinds of objects from linguistics and non-linguistics signs and kinds of interpretants from the linguistics and non-linguistics signs related to Islamic moral values in Bilal: A New Breed of Hero movie. The study focused on the linguistics and non-linguistics representament (sign), kinds of objects from linguistics and non-linguistics signs and kinds of interpretants from the linguistics and non-linguistics signs related to Islamic moral values in Bilal: A New Breed of Hero movie.

c. The third research by Fadhil, Muhammad Iqbal Ridho (2020) *Pesan Dakwah Dalam Film Animasi Omar dan Hana.* The questions of research are focused on how to analyze da'wah messages contained in animated films Omar and Hana. The study focused on how to analyze da'wah messages contained in animated film Omar and Hana.

d. The fourth research written by Handayani, Fitri (2020) Analisis Pesan Dakwah Dalam Program Animasi Islami Indonesia Serial Riko The Series (Episode Lebih Baik Memaafkan Di Akun Youtube Riko The Series). The questions of research are focused on what are the meanings of the value of Islamic da'wah messages contained in the animation of Riko The Series episode "Lebih Baik Memaafkan". The study focused on

what are the meanings of the value of Islamic da'wah messages contained in the animation of Riko The Series episode "Lebih Baik Memaafkan".

e. The last research by Nursyamsi, Yasyifa Fajaria (2017) *Pesan dakwah dalam Film Cinta dalam Ukhuwah: Analisi wacana film karya keluaraga Film Maker Muslim.* The questions of research are focused on the how is the discourse of the film "Cinta dalam Ukhwah" seen from the text (macro structure, superstructure, micro structure), how is the discourse of the film "Cinta dalam Ukhwah" seen from cognition social and how is the discourse of the film "Cinta dalam Ukhwah" seen from a social context. The study focused on how is the discourse of the film "Cinta dalam Ukhwah" seen from the text (macro structure, superstructure, micro structure), how is the discourse of the film "Cinta dalam Ukhwah" seen from cognition social and how is the discourse of the film "Cinta dalam Ukhwah" seen from a social context.

B. Research Problem

Based on the background of the problem above, the researcher will limit and only focus on the discussion of conceptual meaning of signifier and signified on Omar and Hana's film. Based on all the backgrounds that have been described, several problems can be formulated that can be raised in this research process, including the following:

1. What signifier and signified are the animated film *Omar dan Hana* English Version?
2. What is the Islamic message contained in the animated film *Omar dan Hana* English Version?

C. Research Objective

The purposes of research is mainly related to the problems of study they are:

1. To find out the signifier and signified in the animated film *Omar dan Hana* English Version.
2. To find out the Islamic message contained in the animated film *Omar dan Hana* English Version.

D. Research Significance

This research provides a lot of knowledge and vision to readers to increase understanding of the signifier and signified contained in semiotics. How the signs contained in a film can be studied by semiotics studies. There are several advantages of this research:

1. Theoretical Benefits
a. As an embodiment or application of theories that have been obtained by researchers during lectures, especially about linguistics.
b. In this study, there is a theory, namely the signifier and signified theory so that the analysis process becomes easier. With this theory, it can help researchers explain the data from these objects. In this study, all of data will be described descriptively using linguistic theory to find conceptual meaning in the animated film Omar and Hana.
2. Practical Benefits
a. This research is give many knowledge and vision to the reader to increase the understanding about signifier and signified.
b. This research is expected to be a reference material for those who are interested and want to write about markers and markers.

E. Definition of Key Terms

Semiotics

Semiotics is a part of linguistics. Semiotics is the study of all signs. And everything in this world is a sign. Semiotics is a science or analytical method for studying signs. Semiotics is the science to study how humanity interprets things. All signs have hidden meanings, whether people already know what the signs mean or not. Eco in Chandler (1976) states "Semiotics deals with everything that can be taken as a sign".

Signifier

Signifier are things that are captured by our minds such as sounds, visual images, and so on.

Signified

Signified is the meaning or impression that is in our minds about what is caught.

Film

Film is a living or motion picture. A film according to wikipedia is a series of still images, which when displayed on the screen will create the illusion of a moving image due to the phi phenomenon. Film, also known as movie, live picture, theater film or moving photo.

Omar and Hana

Omar and Hana is a children's animated film produced in Malaysia. The film has an Islamic theme.