CHAPTER I
INTRODUCTION

This chapter will explain the general description of the paper. It consists of research background, research problems, research objectives, research significances, the previous studies and clarification of key term.

1.1 Research Background

The mass media nowadays provides a lot of positive and negative activities. According to ASM Romli (2013) mass media is a means of mass communication in which the process of delivering messages, ideas, or information to many people simultaneously. However, the positives and negatives depend on what media are presenting, and the responses from the people themselves. Currently the media plays an important role in directing audiences to form positive perceptions of a population. Over time, the mass media at this time has undergone many changes. If in the past it was only newspapers, print and television, now the mass media have turned digital and are more significant.

That way, it can be seen from the millennial generation, gen Z, and post gen Z that the users of digital technology are the biggest according to Ariya WB (2021). This is because these three generations have been accustomed to using digital technology from a young age and more precisely feel comfortable with the internet and social media. Of course the influence of the internet and social media has a huge impact on everyday life, for example, many young children imitate some behaviors or ways of speaking from the internet. Moreover, the world is currently being attacked by the corona virus, causing learning activities to be disrupted and ineffective. Currently in Indonesia, almost all schools use online methods (in networks) or online schools, of course relying on some social media for this. Education can be interpreted as a method for developing skills, habits and attitudes that are expected to make a person better.

According to Aristotle (2021, p. 1) Education is a function of the State, and is conducted, primarily at least, for the ends of the State. State - the highest social institution which secures the highest goal or happiness of man. Education is preparation for some worthy activity. Education should be guided by legislation to make it correspond with the results of psychological analysis, and follow the gradual development of the bodily and mental faculties. Basically, education is very important and it is obligatory for everyone to get a good education. Thus, in this digital era, accessing various lessons is easier as long as have the will and the intention to study well. However, a good education in the family is a personal reflection of a child in his cognitive and affective development. The development of children is determined not only by the role of parents and also by the learning media that is around them. One of the learning media in question is television. The shows on television can serve as a medium for education and a social learning process for their environment.

In other words, children's films are considered a part of family films. Film is the oldest electronic media among other media. The film has succeeded in showing pictures that seem alive, even as real as is happening. The film contains various stories, and is presented in an interesting way. In addition, the film is divided into several parts, including romantic drama, comedy, news, live music, and animation. Thus, animation is a moving image, originating from a collection of objects that have been arranged in such a way and moving according to a predetermined flow every time according to Sora N (2017, p. 3). If you know there are many types of animated films, including stop motion animation, 2-dimensional animation, 3-dimensional animation.

According to Sherman Wilcok (1991) language is their national signed language and not the dominant mother tongue of their country. Thus, language signs are strings of language sounds that represent certain objects. The object represented by the language sign can be in the form of objects, activities, properties, or concepts. Language marks can be in the form of words, phrases, clauses, sentences, and even text. Meanwhile, a visual sign is a presentation in each film that contains visual signs such as words, images, sounds, smells, tastes, actions or objects. The

presentation of the film always displays things that are perfect for the audience through all the shows that are in a film.

This animated film was originally created from clay, which one of the examples of the film is *Shaun The Sheep* and *Chicken Run*. Meanwhile, with the development of the digital era, now animated films no longer require hand drawings that are made on paper and require a lot of pictures. For that, it is seen from the progress in computer technology, animation is no longer made on paper but directly on the computer. Animated films can convey a message well. Basically, not only children are interested in watching animated films, adults also watch them, because the pictures are interesting, funny, and the atmosphere in animation is always a difference from the big screen films.

Thus, the researcher is interested in writing research on animated films, to be more precise about the animation of Finding Nemo. Finding Nemo animation is an underwater animation with a story about the journey of an orange fish looking for a child who has been caught by a diver. The animated film Finding Nemo was released on May 30, 2003, in Canada and in the United States according to Søren Hough (2012). Then, directed by Andrew Stanton with a fairly long duration of 1 hour 37 minutes, this film was co-starred by Albert Brooks (Marlin / Nemo's father), Ellen DeGeneres (Dory) and Alexander Gould (Nemo). This animation film is the second most successful animation from Pixar.

In this animation, it is told about a father (Marlin) who bases his son (Nemo) with an overly protective attitude. Because Marlin is traumatized by his past, besides that Nemo was born imperfect. Nemo is not like other fish which have the same two fins, one of the fins is deformed and cannot swim quickly. Long story short, it's time for Nemo to go to school but Marlin is still worried about Nemo's situation, but Nemo assures Marlin that he can. And when Nemo first entered school there was a disaster that Marlin had been afraid of for a long time, Nemo swam freely into the ocean and was caught by divers. With great regret, Marlin followed the diver but lost his way, then on his way Marlin met Dory the blue fish who had memory loss in an instant. Marlin's journey, who was looking for Nemo, was accompanied by Dory, until finally Nemo was found again.

The research used in this research is the semiotics. Semiotics as a model of social science understands the world as a system of relationships has a basic unit called a sign, semiotic studies the essence of the existence of a sign, in a sign there is something hidden behind it and not a sign itself. According to Charles Morris (2021, p. 1) Semiontics adds that the relation of signs to their designs and objects that allow or events; and, pragmatics deals with the biotic aspects of semiosis, that is, with all the psychological, biological, and sociological phenomena that occur in function signs. In Charles Sander Pierce's semiotics it is explained in several articles that pierce based semiotics on logic. According to Pierce "with logic how people learn reasoning" while Pierce's reasoning is done through signs. In other words, the sign can be presented with several criteria such as: name, role, function, purpose and desire of the sign are also everywhere.

According to Charles Sander Peirce's (2017) Semiotic Theory, semiotics is based on logic, because logic studies how people reason, while reasoning according to Peirce is done through signs. According to Peirce, these signs allow us to think, relate to other people and give meaning to what the universe represents. C. S Pierce divides the sign into three concepts called "trichotomy", the meaning of trichotomy is the relationship between objects, representations, and interpretants. According to C. S. Pierce (1994) the ground of whose relation to their objects is an imputed character, and these may be termed symbols.

This research will also discuss the representamen, object and interpretant of moralities contained in the animated film Finding Nemo. According to W. J. S. Poerdarmin (2016, p. 1) states that morals are teachings about the merits of actions and behavior. Morals today have an implicit value because many people have morals or moral attitudes from a narrow perspective. In general, moral is a basic human trait that every human being must have. Moral traits are taught by parents at home, and also taught by teachers at school. If want to be respected by others or older and even younger, must have a moral character that is good to the views of others. Assessment of morals is measured from the culture of the local community.

In the animated film Finding Nemo there is a moral example, at 1:028:01 there is a dialogue between Nemo and Marlin which is then supported by a visualization

consisting of an underwater atmosphere and a tense atmosphere, because they fall into a net trap. The "*Come on, daddy*" dialogue and its visualization can be positioned as a "morality sign", this is because Nemo dares to help others because he has had such an experience while in the aquarium, then Marlin initially didn't want Nemo to interfere, but he thinks back and supports Nemo to help each other. The moral attitude that Nemo shows to Marlin is very good, because Nemo tries to cheer up Marlin with his extroverted and always cheerful nature. Good morals are when he treats the people around him with good behavior and brings positive things and changes the atmosphere for the better. Therefore, the researcher chose the object of the animated film Finding Nemo because the researcher was attracted by the role of a father, Marlin, who raised his child and taught him a lot of good things about the world.

Not only that, the reason the researcher chose the animation Finding Nemo as the object of his research, the researcher was also interested in the underwater life which is so very beautiful. Watching Marlin's journey in search of Nemo also adds insight and knowledge about what is under the sea. There is a moral message conveyed by Marlin as Nemo's father. And there are many good qualities of the main character that we can apply in real life, even though the film is not played by a human figure, even the animated film is visualized by an animal but the moral message is conveyed and can be watched by anyone, not only underage children.

1.2 Research Problem

From the research background above, the research is to reveal the problems of morality in the animated film Finding Nemo. Therefore, the researcher concludes that there are two questions that will be the main focus of this research, they are:

1. How to representamen of moralities aspect on visual signs in film Finding Nemo?

2. What are object exist of moralities on the language and visual sign represented in film Finding Nemo?

3. What is the interpretation of the moral aspect of language signs in the film Finding Nemo?

1.3 Research Purposes

On the formulation of the research questions above, the researcher intended:

1. To identify the representation of visual signs found in the film Finding Nemo

2. To find out the object of morality in language and visuals contained in the animated film Finding Nemo.

3. To identify the interpretation of the moral aspects of the language and visual signs contained in the animated film Finding Nemo.

1.4 Research Significances

From this research, the researcher hopes to give much benefit for the readers, other researchers or even the lecturer. Thus, the researcher proposes the benefit of this research paper as follows:

1. Theoretically

   a. The advantage of this research is that we can find out the representation of morality in language and visuals in an animated film with a fairly long duration. Thus, we can easily apply what morality is to language for everyday life. Besides that, the most important thing is to inform how to analyze animated films using Charles Sanders Pierce's theory.

   b. This study provides a broad background for other researchers who discuss similar or related research.

2. Practically

   a. Researchers hope that those who watch any animated film watch it well and understand what is conveyed in the animation. Then, on the other hand, researchers hope to apply the positive things from what they watch and use in their daily lives well.

   b. For students

This study provides an example of the representation of morality in language and visuals contained in the animated film Finding Nemo.

c. For lecturers

This study provides an understanding to the audience or readers about the representation of morality in language and visuals contained in the animated film Finding Nemo.

d. For other researchers

This study provides a good reference for other researchers for those who are interested in analyzing using Charles Sanders Pierce's theory in the representation section. In addition, this research will provide a lot of information to the public in their daily lives and also be an illustration of how morality is in an animated film. Furthermore, this study aims to meet the graduation requirements.

1.5 Previous Studies

Additionally, to gather the theories application examples the researcher involves several previous research which is written and produced by several researchers. The researcher only has some previous studies that are identical with the ways of analyzing the data.

Thre first research by Alfan Asyraq Pauzan (2018) from the Department of English and Literature, Department of Adab and Humanities, Faculty of Alauddin State Islamic University of Makassar. This research is entitled *A Semiotic Analysis of the John Wick 1 Film Using Charles Sanders Peirce's Semiotic Theory*. He uses two methods, namely qualitative and quantitative methods and uses Charles Sanders Peirce's semiotic theory to analyze his research. This research is focused on the icon, index, and symbol in the film in the John Wick 1. The similarities between Alfan's research and this research are using C. S. Peirce's semiotic theory to find out the Sample Data, Collective Data Techniques, and Data Analysis Techniques. Then, the difference between Alfan's research and this research is the object. In his research, Alfan used the John Wick 1 film, while this study used the animated film Finding Nemo.

Second research by Dewi Murtaisah (2020) Department of English Literature Faculty of Humanities Maulana Malik Ibrahim State Islamic University Malang is entitled *Semiotics Analysis of Meme for Woman At @ 9gaggirly Instagram Account* and uses qualitative method, her research uses Charles Sander Peirce's semiotic theory. This research focuses on the icons and symbols on Meme for Woman At @ 9gaggirly Instagram Account. What Dewi's research has in common with this research is using C. S. Peirce's theory of semiotics. While the difference lies in the object.

Third research by Recky Lanwari (2020) from the Department of English Language Education Department of the Faculty of Teaching and Teacher Training University of Muhammadiyah Malang. This research is entitled *A Semiotic Analysis of The Inside Out Film Using Charles Sanders Peirce Model*. He uses qualitative methods and uses the semiotic theory of Charles Sanders Pierce to analyze his research. This research is focused on the icon, index, and symbol in The Inside Out movie.

Then, the fourth research by Izhar Azmi Faturahman (2014) from the Elingsh Letters Department Letters and Humanities Faculty State Islamic University Syarif Hidayatullah Jakarta. This research is entitled *Semiotic Analysis on Cellular Phone Advertisers of Samsung Galaxy Series Using C. S Peirce's Theory*. He uses qualitative descriptive methods and uses Charles Sanders Peirce's semiotic theory to analyze his research. This research focuses on the symbols and icons found in the six cellular phone advertisements of the Samsung Galaxy series (Samsung Galaxy Grand, S3, S4, S5, Note 2 and Note 3).

The five studies by M. Rizki Hawan (2018) from the Department of English Faculty of Cultural Studies University of North Sumatra Medan. This research is entitled *An Analysis of Semiotic Sign Found in Movie Poster of Pirates of The Caribbean*. He uses qualitative descriptive methods and uses Sanders Peirce's semiotic theory to analyze his research. This research is focused on triadic semiosis, namely representamen, objects, and interpretants on a movie poster entitled Pirates of The Caribbeans which consists of 4 series, namely: The Curse of The Black Pearl

(2003), Dead Man's Chest (2006), At World's End (2007), and On Stranger Tides (2011).

The six studies by Nur Hamdan (2017) from the English Letters Department, Faculty of Humanities, Islamic State University Mulana Malik Ibrahim Malang. This research is entitled *The Symbol of Hope in Linkin Park's A Thousand Suns Lyric*. He uses the method (not found) and uses the semiotic theory of Charles Sanders Peirce to analyze his research. This research is focused on the triadiac model, especially the symbols found in the lyrics of the poem A thousand Suns.

The seven studies were conducted by Audia Erina (2015) from the Department of English Letters, Department of Letters and Humanities, Faculty of State Islamic University Syarif Hidayatullah Jakarta. This research is entitled *Peirce's Semiotic Analysis of Icon and Symbol on Perfume Advertisemen*t. He uses descriptive analysis method, this research is focused on describing, explaining, analyzing the meaning of signs, icons and symbols contained in perfume advertisements using Charles Sanders Pierce's theory of semiosis.

1.6 Clarification of Key Terms

In this section, the researcher explains the definitions of the key terms used in this study. To avoid using terms, some key terms are defined as follows:

a. Semiotics : is the study of meaning.

b. Peirce Theory : according to Peirce semiotics is based on logic, because logic studies how people reason, while reasoning according to Peirce is done through signs. Peirce's theory is often referred to as "gran theory" in semiotics. In essence, Peirce's ideas are comprehensive, from structural descriptions to signification systems.

c. Visual : Visual media are media that only rely on the sense of sight, only displaying still images such as photographs, drawings or paintings and prints. Then, to examine the scope of visual semiotics as a sign study that is interested in investigating all the meanings of signs conveyed through visual sense. Basically, visual semiotics has several basic dimensions, namely syntactic, semantic, and pragmatic dimensions.

d. Index : is sign that arise from cause and effect.

e. Icon : the sign that appears from the physical representative.

f. Symbol : is a sign related to the signifier as well as the signified. That something is symbolized through a sign agreed upon by the signifiers as a general reference.

g. Qualisign : is the quality of a sign.

h. Sinsign : is a something that has been formed and can be considered as a repesentative, but does not yet function as a sign.

i. Legisign : is a something that has become a representation and serves as a sign.

j. Rheme : rheme is an unmistakable sign, like almost any singular word except "yes" or "no"

k. Discent : explained that the sign that has an actual existence. A proposition, for example, is a discent.

l. Argument : argument is a sign of law, namely a law which states that the journey of the premise to reach a conclusion tends to produce a truth.

m. Morality : is that which contains teachings, spoken or written, about how humans should live and act, so that they become good human beings.

n. Film : is a complex social, psychological, and aesthetic phenomenon that is a document consisting of stories and pictures accompanied by words and music.

o. Finding Nemo : is a computer graphic animation film made in the United States.