

## **CHAPTER I INTRODUCTION**

This chapter presents the basis of the research. It consists of background of research, statement of problem, research purposes, research significances, research scope, clarification of key terms and organization of writing.

### **1.1 Background of Problem**

Film is a means of communication that is developing very rapidly, including in Indonesia. The film is considered to be able to convey a message well to the community or a group through the dialogue of the characters (Asri, 2020). According to Redi Panuju in (Asri, 2020) film is not just a work of art, the film communicates visually and verbally, through action and gesture, and verbally through dialogue.

In the modern era film developed into something that would attract the attention of many. Movies can be a way of expressing feelings through pictures, colors, sounds, and stories, therefore, Apart from entertainment reasons, movies are popular because many films depict real life, while many contain stories that relate so much to people's lives in the world (Pauzan, 2018). Films are also used as a means to spread knowledge, because films are a means of communication that has a stronger appeal than written forms such as books, newspapers, and magazines. Therefore, the film is widely used as a means of education where it contains a lot of useful information for humans, one of which is about the history that happened in the past. there are so many historical films that can be watched from children to adults. The film contains many signs conveyed through dialogue and scenes that can be interpreted using semiotics (Lusiana, 2020).

If seen for a moment, in a film scene there are signs such as sound, movement, or other backgrounds that can be interpreted and analyzed in depth. In the scene, there is information conveyed by the actors through dialogue, gestures, background music,

and everything that is displayed actually contains a meaning (Pauzan, 2018, p. 17) Signs are things that are often encountered in everyday life. Many humans often use signs to convey messages or ideas to others. Signs have many variations in their delivery, ranging from simple to complex. There are signs that are easy to understand their meaning, but there are also many meanings that are difficult to interpret or have multiple meanings.

Semiotics is a science that is used to interpret the implied meaning through a sign so that it becomes a clear sign. For Pierce (Sobur, 2016) the sign “is something which stands to somebody for something in some reason or capacity”. According to Kurniawan in (Lanwari, 2020) said that the sign is not limited to language but there are also things which is not language, like daily interactions, people make a sign that has meaning and from that sign, people understand the intended meaning. Therefore, researcher are interested in semiotics and sign.

The researcher is attracted into the animated film and decided to choose Bilal: A New Breed of Hero movie, because this film is adapted from the true story of one of the companions of the prophet Muhammad, and also this film has a good storyline, very touching, and in it there are many messages that can be taken. This film also describes how Bilal struggles in defending his faith, until he becomes a fully independent muslim.

Animated film from the United Arab Emirates entitled 'Bilal: A New Breed of Hero'. This film already stole the attention at the Cannes Film Festival, May 2018 and was awarded the 'Best Inspiring Movie' in the Animation category.

Bilal: A New Breed of Hero, animated films by Barajoun Entertainment is a movie that tells about a 7 year old boy named Bilal was kidnapped along with his sister, Ghufaira. Then they are made into slaves until they grow up. However, as he grew up, Bilal began to think about his fate as a slave who was continuously oppressed, then when he realized the fact that all humans were equal, he began to fight his master because he felt that he was a free human being.

This research is focuses on analyzing the bravery sign that exist in the Bilal: A New Breed of Hero movie and using Charles Sanders Pierce's model to get the pure meaning of every index, icon, symbol, qualisign, sinsign, legisign, rheme, dicent/decisign, and argument which appears by the character contained in the film "Bilal: A New Breed of Hero".

This film is filled with actions that show the brave side of the cast with scenes using swords, shields, horses, and other war tools that show signs that the characters in this story will fight and kill their enemy. Apart from being visual, this film also contains signs of bravery which are shown through the character's dialogue which contains harsh words and spoken in a high tone, which indicates that the character is against what is happening and is trying to fight back when he is being bullied.

## **1.2 Statement of Problem**

1. What are representament of bravery contained in the language and visual signs in "Bilal: A New Breed of Hero"?
2. How does the object of bravery appear in the language and visual signs in "Bilal: A New Breed of Hero"?
3. How does the interpretant of bravery aspect appear in the language and visual sign in "Bilal: A New Breed of Hero"?

## **1.3 Research Purposes**

Based on the research question above, the researcher focuses to find out the bravery signs in Bilal: A New Breed of Hero film. On the formulation of the research questions above, the researcher intended:

1. To find out the object of bravery in language and visuals contained in the animated film Bilal: A New Breed of Hero.
2. To identify the representation of visual signs found in the film Bilal: A New Breed of Hero

3. To identify the interpretation of the bravery aspects of the language and visual signs contained in the animated film Bilal: A New Breed of Hero.

#### **1.4 Research Significances**

The advantage of this study in linguistics research is specially divides into two significances; they are theoretically and practically.

1. theoretically, this research provides specific knowledge about semiotics from Charles Sanders Peirce to find out the meaning of an article about 9 forms of signs which can be an icons, indexes, symbols, Qualisign, sinsign, legisign, Rheme, dicent, and Argument
2. practically, this research will be useful for:
  - a. Researcher desire that people who watch any animated film watch it well and understand what is conveyed inside the animation. Then, alternatively, researcher desire to use the positive things from what they watch and use of their daily lives properly.
  - b. for college students  
This observe offers an example of the representation of bravery in language and visuals contained within the lively movie locating Bilal: A New Breed of Hero.
  - c. For lecturers  
This have a look at provides a knowledge to the target audience or readers approximately the illustration of bravery in language and visuals contained in the lively movie finding Bilal: A New Breed of Hero.
  - d. For other researchers  
This look at presents an excellent reference for different researchers for folks that are interested in reading using Charles Sanders Pierce's theory within the representation section. In addition, this studies will offer a whole lot of statistics to the public of their daily lives and additionally

be an instance of ways bravery is in an animated film. Moreover, this take a look at aims to meet the commencement requirements.

## 1.5 Previous Studies

A number of studies have been conducted related to the use of semiotics analysis and approach. They are mentioned in their report as follows:

1. (Pauzan, 2018) has conducted research related to semiotics entitled "A Semiotic Analysis of the John Wick 1 Film Using Charles Sanders Peirce's Semiotic Theory" This research focuses on finding what signs are contained in the John Wick 1 film and analyzing it using the theory of semiotic experts, namely the theory of Charles Sanders Peirce.
2. (Sugesti, 2014) has conducted research related to semiotics entitled "Nina's Dissociative Identity Disorder in Aronofsky's Movie Black Swan: A Semiotic Analysis". This study raises the psychological theme in the film entitled Black Swan, where the researcher analyzes personality disorders, such as multiple personalities in the characters of a film. This study uses Peirce's theory by interpreting it using 3 signs from Peirce: index, symbol, and icon. Through dialogue, movement, and also the music/sound in the film, the researcher explores the implicit meaning contained in this film.
3. (Lanwari, 2020) has conducted research related to semiotics entitled "A Semiotic Analysis of The Inside Out Film Using Charles Sanders Peirce Model". This research is an analysis of the sign which appears in Inside Out film. Film can be analysis using a semiotic aspect of sign, which is icons, indexes, and symbols who proposed by Charles Sanders Pierce.

## 1.6 Clarification of Key Terms

- a. **Semiotics** : Semiotics is a branch of linguistics that studies signs

- b. **Peirce Theory** : In line with Peirce semiotics is based on logic, because common sense studies how humans reason, at the same time as reasoning according to Peirce is done through symptoms. Peirce's theory is regularly referred to as "grand theory" in semiotics. In essence, Peirce's thoughts are complete, from structural descriptions to signification structures.
- c. **Visual** : Visual media are media that only rely upon the feel of sight, simplest showing still snap shots such as pics, drawings or artwork and prints. Then, to look at the scope of visual semiotics as a signal take a look at this is interested in investigating all of the meanings of signs conveyed via visible experience. Basically, visible semiotics has several fundamental dimensions, particularly syntactic, semantic, and pragmatic dimensions.
- d. **Index** : Is a signal that arises from motive and impact.
- e. **Icon** : The signal that appears from the physical consultant.
- f. **Symbol** : Is an indication associated with the signifier as well as the signified. That something is symbolized through a sign agreed upon through the signifiers as a preferred reference.
- g. **Qualisign** : Is the first-rate sign.
- h. **Sinsign** : Is something that has been formed and can be taken into consideration as a representation, but does now not yet function as a sign.
- i. **Legisign** : Is something that has come to be a representation and serves as a sign.
- j. **Rheme** : Rheme is an unmistakable signal, like nearly any singular word except "yes" or "no"
- k. **Discent** : Defined that the sign that has a real lifestyle. A proposition, as an example, is a descent.
- l. **Argument** : The argument is a sign of law, namely a law which states that the journey of the premise to attain a conclusion tends to supply truth.
- m. **Bravery** : With bravery, the individual will not back down even though he receives threats, challenges, difficulties or pain in achieving his goals. He

is also able to withstand peer pressure to accept certain bravery views that are not in accordance with his own views.

- n. **Film** : Are pictures in frame where frame by frame projected through the lens projector mechanically so that on the screen you can see the image is alive.
- o. **Bilal: A New Breed of Hero** : An action-adventure 3D computer-animated film from the Arabic emirates in English, released in 2015.

### 1.7 Organization of Writing

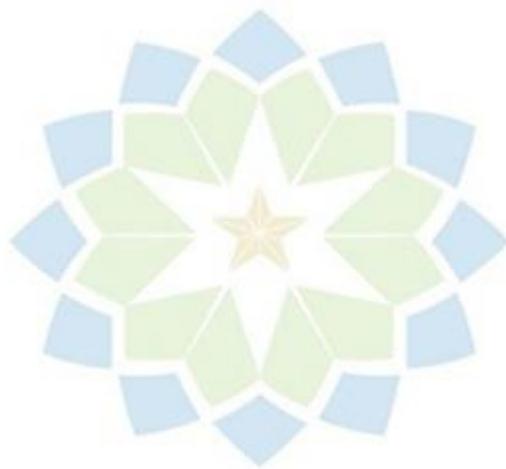
This paper is divided into five chapters. They are:

- Chapter I : **Introduction**, this chapter contains the background of the research, statement of the problem, research purposes, research significances, research scope, clarification of Key terms, and organization of writing
- Chapter II : **Theoretical review**, Theoretical review, this chapter presents some theories, which include: semiotics, Peirce's theory, movie, about the Bilal: A New Breed of Hero movie, and bravery.
- Chapter III : **Research Method**, research method, this chapter consists of research design, the object of the research, sample of information, source of records, method of accumulating records, method of analyzing data, conclusion, and suggestion.
- Chapter IV : **Finding and Discussions**, finding and Discussions, this chapter presents the research finding and the discussion of finding the data analysis.

Chapter V

: **Conclusion and Suggestion**, conclusion and suggestion, this chapter includes the conclusion and suggestion of data analysis related to finding the data.





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