

A SEMIOTIC ANALYSIS OF *THE AVENGERS SIX INFINITY STONES*



**ENGLISH LANGUAGE AND CULTURE
DEPARTMENT FACULTY OF LANGUAGE AND CULTURE
DARMA PERSADA UNIVERSITY
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A SEMIOTIC ANALYSIS OF THE AVENGERS SIX INFINITY STONES

Submitted in part-fulfilment of requirements for obtaining

Sarjana Linguistik (S.Li) degree



By

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**ENGLISH LANGUAGE AND CULTURE
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JAKARTA
2022**

INTELLECTUAL PROPERTY STATEMENT PAGE

I hereby declare that the term-paper is the result of my own work and not plagiarism of another work, the contents has become my responsibility. All the sources of my research and quoted referenced have been stated correctly.

Jakarta, July 20, 2022



(Alfin Febriant)



LETTER OF APPROVAL

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I am aware that there are still flaws and deficiencies in what has been stated in my term paper, both in term of the grammar and substance. As human we all have flaws and sometimes make mistakes. As a result, critique and recommendation are welcome. I look forward receiving suggestion and constructive critics in order to improve in next paper.

Jakarta, July 21, 2022

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Alfin Febriant



A SEMIOTIC ANALYSIS OF THE AVENGERS SIX INFINITY STONES

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ABSTRACT

Humans are creatures that are sensitive to a sign that is around them. A sign is something that is used to point to something else. Signs can be traits, events, and signs have cause and effect. In the thesis entitled A Semiotic Analysis of The Avengers Six Infinity Stones, an analysis related to the explanation of the signs in the film The Avengers, which is 6 infinity stones and associated with natural stone or also called agate, is carried out. The method in analyzing this thesis, the writer uses semiotic analysis using Charles Sanders Peirce's Triadic theory, which is a theory that focuses on representamen, objects and interpretants that exist in objects. The elements studied in this study are verbal signs and visual signs. The method used in this research is descriptive qualitative, namely research based on the author's interpretation of an object. The data used in this thesis are the 6 infinity stones taken in the film The Avengers. From this study, it can be concluded that there are similarities between 6 infinity stones and agate in the community, both visually and verbally. Suggestions from the author for this research are the addition of a more varied semiotic analysis of the object, as well as analyzing the historical side and cultural paradigm of agate stones.

Keywords: Logo, Qualitative, Elements, Triadic Semiotics, Signs

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ABSTRAK

Manusia adalah makhluk yang peka terhadap sesuatu tanda yang berada disekitar mereka. Tanda adalah sesuatu yang digunakan untuk menunjuk sesuatu yang lain. Tanda dapat berupa sifat,kejadian, dan tanda memiliki sebab dan akibat. Pada skripsi yang berjudul A Semiotic Analysis of The Avengers Six Infinity Stone, dilakukan analisis yang berhubungan dengan penjelasan tentang tanda yang berada di film The Avengers, yaitu 6 batu infinity stone dan dikaitkan dengan batu alam atau juga bisa disebut batu akik. Metode dalam menganalisis skripsi ini penulis menggunakan analisis semiotic dengan menggunakan teori Triadik Charles Sanders Pierce, yaitu teori yang berfokus pada representamen, objek dan interpretan yang ada pada objek. Elemen yang diteliti pada penelitian ini adalah tanda verbal dan tanda visual. Metode yang digunakan dalam penelitian ini adalah deskriptif kualitatif, yaitu penelitian berdasarkan interpretasi penulis terhadap suatu objek. Data yang digunakan dalam skripsi ini adalah ke 6 batu infinity stone yang diambil dalam film The Avengers. Dari penelitian ini, dapat disimpulkan bahwa terdapat kesamaan antara 6 batu infinity stones dengan batu akik yang ada di masyarakat, baik dari segi visual maupun verbal. Saran dari penulis untuk penelitian ini adalah ditambahkan analisis semiotic yang lebih bervariasi terhadap objek, serta menganalisis sisi historis dan paradigma kultur terhadap batu akik.

Kata kunci : Logo, Kualitatif, Elemen, Triadik Semiotic, Tanda

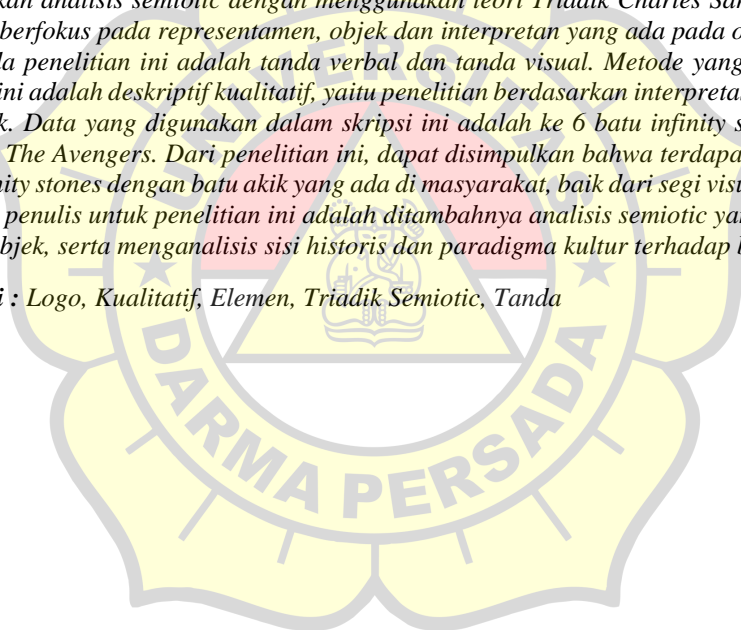


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