

CHAPTER 1

INTRODUCTION

1.1 Background of the Problem

Watching English movies has positive impact on improving listening skill as well as on speaking skill. Correct pronunciation is also enhanced by watching English movies. English movies also help to increase vocabulary. If tired of books and learning difficult grammar and vocabulary, then watch some classic Hollywood movies. And of course, it can improve to learn English at the same time.

Movies use natural language. So they are a great way to improve English vocabulary by learning English idioms and common American English slang. There's no better way to learn the everyday language that can't learn in a traditional classroom. Watching movies in English will also give a cultural insight. We'll be able to learn more about places we are interested in. If we go there, we'll not only know English, but also understand the culture and history. Usually in the movie there are certain pictures or symbols that are meaningful about something we did not expect. Talking about meaning, in language there is a special science called semiotics.

Leech and Onwuegbuzie (2008) define semiotics as a science that explores the relationships between signs, including talk and text, and their intended specific meanings. In essence, semiotics is the study of "signs" and of anything that stands for or represents something else. The main proponents of this theory were Ferdinand de Saussure (1857–1913), a Swiss linguist who studied the meaning of signs within a particular group or society, and Charles Sanders Peirce (1839–1914), an American philosopher and logician who studied how signs shape our individual understanding of physical reality.

In this research, I chose a movie entitled "Beauty and The Beast" in 2017 as the object. As we know, movies are one of the most interesting forms of entertainment and even become mandatory viewing for some

people in various parts of the world. No wonder there are now many applications for watching movies and even we can watch them on television or YouTube. These various platforms are also useful for conveying the message contained in the film to film lovers.

One of the companies in the entertainment and media sector, one of which provides facilities for watching films and using films to convey social messages and contains meaning in the symbols of the scenes, is The Walt Disney Company. The Walt Disney Company is a worldwide entertainment company. The Company operates in four business segments: Media Networks, Parks, Experiences and Products, Studio Entertainment, and Direct-To-Consumer (DTC) and International. Walter Elias "Walt" Disney co-founded Walt Disney Productions with his brother Roy, which became one of the best-known motion-picture production companies in the world. Disney was an innovative animator and created the cartoon character Mickey Mouse.

One of his famous works is the movie entitled "Beauty And the Beast" which was released in 2017 this is a musical fantasy film directed by Bill Condon. And produced by Walt Disney and Mandeville Film. This movie is a remake of the live-action version of the Disney classic of the same name and was made in 1991. Disney's version of Beauty and the Beast is based on the fairy tale book *La Belle et la Bete* by Gabrielle-Suzanne Barbot de Villeneuve, released in 1740.

The French writer was inspired by the true story of Petrus Gonsalvus and his fiancée, Catherine. This film has the theme of a kingdom in France which is filled with princes who will later be cursed, then there is a romantic story of the prince and the beautiful princess. In this film there is a symbol of meaning containing a message that will be conveyed to the audience. The movie Beauty and the Beast does have a moral value not to see someone by their appearance.

In addition, this movie also has a strong feminist message. The message is the ability and right of women to choose. This movie received many awards after its release, namely 8 awards in 2017 at the Teen Choice

Awards, MTV Movie & TV Award, and Kid's Choice Award. Then, the following year, 2018, this movie received 1 award at the Empire Award event. Therefore, I am interesting to explore what signs are in this movie. Because music videos are very complex audio-visual products, I have made an effort to find these signs or symbols in image or scenes, and even dialogues.

1.2 Identification of the Problem

Based on images from each scene, sounds, dialogues, signs and symbols and characters displayed has its own meaning. I identify that movie makers wanted to convey the implied meaning of every visible sign or symbol. I will express the meaning of signs, symbols and other meanings seen in the movie using denotative and connotative meanings.

1.3 Limitation of the Problem

The research will be limited to only focus on finding signifiers, signified and focus on revealing denotative and connotative meanings as well as revealing the moral message that appear in the movie "Beauty And The Beast" 2017.

1.4 Formulation of the Problem

Based on the limitation of the problem above, I formulate the problem as follows:

1. What are the signifiers, signified, denotative, connotative and myth meaning found in the movie "Beauty And The Beast" 2017 ?
2. What is the moral message in the movie "Beauty And The Beast" 2017?

1.5 Objective of the Research

Based on the formulation of the problem above, the objectives of this study are:

1. To find out the signifiers, signified, denotative, connotative and myth meaning in the movie "Beauty And The Beast" 2017.

2. Expressing the moral message contained in the movie “Beauty And The Beast” 2017 through the meaning of the signs that have been found.

1.6 Benefit of the Research

In analyzing there are several benefits, namely:

1. This research was conducted to provide a more detailed explanation of semiotic material which studies the denotative and connotative meanings of signifiers, signified, and myth contained in artworks.
2. This research can be used as a reference for students taking language studies who want to learn more about denotative and connotative meanings.
3. The results of this study can be used as a reference when students conduct research with the same case study.

1.7 Systematic Organization of the Research

Based on the explanation above, the systematic organization of this research is as follows:

CHAPTER 1 : INTRODUCTION

In this chapter, explain about background of the problem, identification of the problems, limitation of the problem, formulation of the problem, objective of the research, benefit of the research, and systematic organization of the research.

CHAPTER 2 : FRAMEWORK OF THEORIES

In this chapter explains the theory of semiotics. This chapter also discuss previous related studies to find out what research has been done regarding semiotics and to find out the gaps that can be filled in research that have not been filled in previous studies

CHAPTER 3 : RESEARCH METHOD

In this chapter explains the details of method for conducting research such as; time and location, research approach and methods, research object and data, data collection technique, and data analysis technique

CHAPTER 4 : A SEMIOTIC STUDY OF DENOTATIVE AND CONNOTATIVE MEANING IN THE MOVIE "BEAUTY AND THE BEAST" (2017)

In this chapter contains This chapter delivers the data analysis and discussion the analysis of the problem is served in two sub chapters : firstly, discusses about the signifiers, signified, denotative, connotative and myth meaning in the movie "beauty and the beast" 2017, and the last sub-chapter expressing the moral message contained in the movie "beauty and the beast" 2017.

CHAPTER 5 : CONCLUSION

In this chapter presents the conclusions from the analysis of the research results that have been clearly disclosed.