

CHAPTER 1

INTRODUCTION

1.1 Background Of The Problem

In semiotics, a problem refers to a question or issue that arises when attempting to analyze signs and symbols in various contexts. Semiotics is the study of signs and symbols and how they are used to convey meaning in different forms of communication, such as language, art, music, and advertising. One of the key problems in semiotics is understanding how signs and symbols are created and interpreted. This involves analyzing the relationship between the signifier (the physical or perceptible aspect of the sign) and the signified (the concept or meaning associated with the sign), as well as the broader social and cultural context in which signs and symbols are used.

Still, Peirce had more to say about how signs convey information. (Liszka, 1996). From 1865 to 1867 he was founded on logical principles, Peirce developed this into a fully semiotic information theory after his 1893. Of contrasting with the dominant paradigm of modern theory is Peirce's Information Theory I cannot understand the information in terms of the probability that the signal will occur. A word or phrase in real speech. instead of probability the logical size of symbol extensions and intentions. Also, not limited to calculate the actual information value that new information conveys Includes not only suggestions but also information accumulated through influence symbols are acquired throughout their history. It is therefore both an epistemology and a theory of knowledge. Symbol Acquisition and Growth Theory

According to Peirce's information theory, information does not always pass from the speaker to the listener. The symbols themselves convey their own information independently of the speaker's intentions (Nöth, 16 (3-4), 11-36, 2009). For the semiotic process to be complete, the knowledge conveyed by the sign must be interpreted by an interpreter, but no actual interpretation is necessary because the sign contains information. It is active even if it is not interpreted by the "effort" to convey the message, but it may fail. This is what Peirce means when he writes:

"A clichéd proposition, but a wonderful one."

Symbols can convey new information, but their meanings are different. It depends entirely on the knowledge of the interpreter. One of the key problems in semiotics is understanding how signs and symbols are created and interpreted. This involves analyzing the relationship between the signifier (the physical or perceptible aspect of the sign) and the signified (the concept or meaning associated with the sign), as well as the broader social and cultural context in which signs and symbols are used.

Detective and action genre films often use signs as messages to be conveyed to colleagues or as threats to enemies. Just like in the *Lupin* series, which has the nickname of a “*Gentleman Burglar*”, because when carrying out the action it is full of tricks and ways that ordinary people cannot do. Assane Diop as Arsene Lupin uses his intelligence to trick enemies or just play around with the police is that is imply signals or messages in carrying out his actions. Before Arsène Lupine became the inspiration for Netflix's breakout hit, expected to be seen by 70 million subscribers, the character was a legend in French literature, the moral code of Robin Hood, Sherlock • Holmes' heart, and anti-Robespierre's aristocratic instinct. In the 1906 story "The Queen's Necklace", Maurice in one of his first Leblanc roles explains his origins. Lupine's first heist was staged at the age of six, seeing his mother. The necklace that the child was able to steal also appears in the first episode of Lupine. In this episode, a janitor working at the Louvre organizes a fancy robbery inspired by a fictional hero. It is also a learning peacock.

This analyse using semiotic theory because, Netflix series entitled *Lupin* (2021) presents many signs or messages implied in the *Lupin* (2021) series, therefore I will analyse all forms of signs and forerunners that show or imply something and are connected to the final message which is the real truth. In that case, the writer uses a semiotic method that further explains and analyses implied and unsigned or unwritten signs such as the utterances spoken by the main character.

1.2 Identification of the problem

According to the background above, the sign that is implied or written in the series *Lupin* (2021) can be analysed through semiotics because all the messages or signs in this series are brought by the main character is too complicated to some people to understand the meaning, or to find the purpose of it. And then I want to analyse the messages with Pierce's theory of semiotics.

1.3 Limitation Of The Problem

Based on the identification of the problem, the limitations in solving this problem is focused on the main character's ways to give a written and implied message and another action, in which he disguises his appearances to deceive other characters, using Pierce's theory of semiotics.

1.4 Formulation Of The Problem

Based on the limitation of the problem above, the problems of this research are formulated into the following statement:

1. What are the sign and the implied messages in each sign in the series *Lupin* (2021)?
2. What are the purposes of main character implying the actual mean?

1.5 Objective Of The Research

Based on the formulation of the problem above, the purpose of this study is to prove that the assumption of this series' theme is "Semiotics Analysis of the Sign Messages in the Lupin Series (2021)" the objectives of the research are:

1. To explain and dissecting the signified, signifier sign, and implied meaning in the series "Lupin".
2. To analyse the purpose of the main character implying the messages.

1.6 Benefits Of The Research

This research will help support the teaching of semiotic courses. This research can be used to learn about signs, signifiers, and signified, as well as the meaning of implied messages that are contained in this series. From this research, through the concepts of sign, signifier, and signifier, we can understand how this series is trying to give a sense of mystery and a tense by the main character's action to solve his problem based on the novel he read as a child. And the other benefit is that it helps other researchers with the same analysis using Pierce's theory of semiotics.

1.7 Systematic Organization Of The Research

In accordance to the title of the research above, the of the presentation is written as follows:

CHAPTER 1: INTRODUCTION

This chapter introduces the foundation and general overview of the research undertaken. It consists of background of the problem, identification of the problem, limitation of the problem, formulation of the problem, objective of the research, benefit of the research, systematic organization of the research.

CHAPTER 2: FRAMEWORK OF THE THEORIES

The definition of semiotics, the definition of sign, the kinds of sign, the definition of reference, and the definition of context are all included in this chapter as key components connected to the literatures that affect the theoretical framework.

CHAPTER 3: RESEARCH METHOD

This chapter describes the methods used in the research. This chapter contains time and location, research approach and method, research object and data, data collection technique, and data analysis technique.

CHAPTER 4: SEMIOTICS ANALYSIS OF THE SIGN MESSAGE THAT THE MAIN CHARACTER GAVE AS HINTS IN THE “LUPIN” SERIES (2021)

In this chapter, the research data which have problems as described in the formulation of the problem section in chapter 1, that are found in the research object are analysed in detail. This chapter consists of the answers to the research problems. In this chapter, the research problems are solved to achieve the objectives of the research.

CHAPTER 5: CONCLUSION

It consists of an evaluation of the previous chapters and the implication of the evaluated result.