

## CHAPTER 1

### INTRODUCTION

#### 1.1. Background of the Problem

Semiotic analysis is an approach used to study and understand the signs and symbols in various forms of communication, including films. In the context of films, semiotics can help reveal deeper meanings from the visual and narrative elements presented.

The development of semiotics as a branch of science can be classified as a "new old" science. The development of semiotic theory cannot be considered rapid. The science of signs, sign systems, and the process of using signs to convey understanding through meaning requires great sensitivity. The meanings behind every literary work or language can be revealed and understood well. The definition of semiotics, as once stated in the history of semiotics, is that it is the science of signs that considers the phenomenon of social communication, society, and culture.

These 2 are considered as semiotic signs in studying systems, rules and conventions with the founding figures, namely Ferdinand de Saussure (1857-1913) and Charles Sander Peirce (1839-1914). Simply put, Ferdinand de Saussure (1857-1913) as a Swiss who laid the foundation for linguistics became a phenomenon that he thought could be used as an object of study. One of Saussure's starting points is that language must be studied as a sign system, but not the only sign. The two philosophers are distinguished by the term semiotics by Peirce and Semiology by Saussure which was inspired by his understanding of Peirce's sign science because everything that emerged regarding semiology and semiotics started from linguistics experts, until semiotics consisted of 2 main schools, namely language (Peirce) and language as a guide (Saussure). Ferdinand De Saussure as the father of modern semiotics (1857-1913) he divided the relationship between the signifier and the signified based on a convention called signification. The

signifier is seen as a physical form such as a concept in a literary work. Meanwhile, the signified is seen as the meaning behind the physical form in the form of values. The significant relationship is based on social agreement in the meaning of the sign. The relationship between semiotics and linguistics must be aware of the nature of the bond between the two fields which Saussure focused on the nature of words as a sign.

The film "Raya and the Last Dragon" (2021), produced by Walt Disney Animation Studios, is a rich example of signs and symbols that can be analyzed semiotically. The film is set in the fictional world of Kumandra, inspired by various Southeast Asian cultures, and follows the journey of a young warrior named Raya who seeks to find the last dragon to save the world from evil forces. The character Raya and the journey he goes through present various moral values that can be explored through a semiotic approach.

Ferdinand de Saussure is known for the concept of a sign which consists of two main components, namely the signifier and the signified. The signifier is the physical form of a sign, for example a word, image or sound, while the signified is the concept or meaning represented by the signifier. Saussure emphasized that the relationship between signifier and signified is arbitrary and depends on social convention.

The film "Raya and The Last Dragon" tells of an incident that occurred in a country called Kumandra. In the country of Kumandra, humans lived in harmony with dragons without any disputes until the spirit of Dursila came to threaten the country. As a result, the dragons had to fight for humanity to survive by sacrificing themselves, causing them to become stone. They gathered and concentrated their strength so that they formed a stone gem which they entrusted to Sisu, this also resulted in Sisu being the only dragon who survived and did not turn into stone, but after that incident Sisu disappeared. The heart gem finally saved the Kumandra Country from evil spirits, but after all the dragons were gone, the Kumandra Country was torn apart due to a dispute over seizing the heart gem and wanting Sisu as their possession. but the heart

gem is ultimately still guarded by the Heart Clan.

One day, Benja, the leader of the Hati Clan, Raya's father, gathered all the clans to make peace with each other by inviting them to the Hati Clan's territory. At first the banquet went smoothly until one of the adverts betrayed and caused the heart jewel to fall and break into five pieces, finally each clan took the fragment. Because the heart gem is destroyed, evil spirits or what are usually called drones come back and turn people into stones. Raya's mission here means looking for Sisu so that she can reunite the heart jewels and make the country of Kumandra return to its original state.

By using the semiotic approach of Saussure and Barthes, we can examine how moral values are conveyed through the main character, Raya. For example, in analyzing the character Raya, we can see how Raya's actions, decisions and interactions with other characters become markers that lead to signs of moral values such as hard work, being careful, having a spirit of unity, mutual trust, cooperation and mutual cooperation. Apart from that, we can also explore the connotations that arise from certain symbols in the film, such as the weapons used by Raya, the last dragon she is looking for, or the Kumandra landscape, all of which can have additional meaning in a cultural and social context.

This semiotic approach allows us to understand not only the literal meaning of elements in films, but also how these elements contain additional meanings that contribute to the spread of certain moral values and ideologies. Thus, a semiotic analysis of the moral values in "Raya and the Last Dragon" not only helps us understand the moral messages conveyed, but also provides insight into how this film reflects and influences moral views in society.

## **1.2. Identification of the Problem**

Based on the background of the problems above, I identified the main problems in constructing meaning in the film "Raya and The Last Dragon". This animated film has a deep meaning which often uses complex visual narratives to convey that meaning. I assume that the problem that arises is how to interpret visual elements coherently with the dialogue of the characters, identify and analyze the signs used in the film and find relevant meanings and interpretations from these signs to reduce misunderstandings and get a moral message.

## **1.3. Limitation of the Problem**

Based on the problem identification above, this research only focuses on semiotic studies on the visual and verbal aspects (Video and Script) of the film "Raya and The Last Dragon". This research uses the main theory, namely Barthes' semiotic theory based on the concept of expression-content and its relations because this theory is a theory that can be applied in analyzing the film "Raya and The Last Dragon".

## **1.4. Formulation of the Problem**

Based on the problem limitations above, the research problem formulation is as follows:

1. What are the semiotic signs in each shot shown in the film "Raya and The Last Dragon" and what meanings are formed?
2. What do the signs relate to the moral values in the film "Raya and The Last Dragon"?

## **1.5. Objectives of the Research**

Based on the formulation of the problem above, the objectives of the research as follows:

1. To analyze and explain the semiotic signs found in each shot of the film "Raya and The Last Dragon" and gain a better understanding of what they are represented to.
2. To determine the meaning of moral value in the film "Raya and The Last Dragon".

## **1.6. Benefit of the Research**

### **a. Theoretical Benefits**

1. Understanding of semiotic analysis in fiction film and is also expected to be a media for the development of the theories studied in academic courses.
2. This research is expected to be used as reference material in research on related issues to the field of English Language and Culture, especially linguistics major at Darma Persada University.

### **b. Practical Benefits**

This research is intended to be able to provide information about semiotic analysis in fiction film to readers or other students who conduct the same research in the future.

## **1.7. Systematic Organization of the Research**

In accordance to the title of the research above, the systematic of this research organization is written as follows:

### **CHAPTER 1 : INTRODUCTION**

This chapter consists of the phases of the research layout, such as background of the problem, identification of the problem, limitation of the problem, formulation of the problem, objective of the research, benefit of the research, and

systematic organization of the research

## **CHAPTER 2 : THEORITICAL FRAMEWORK**

This chapter consists of the experts' theories used in accordance with the title of the research and to analyse the research data, which are as follows: "semiotics", "film" and "moral value" theories. It also consists of the review of the related studies as a comparison with this research to reveal the novelty of this research.

## **CHAPTER 3 : RESEARCH METHOD**

This chapter consists of the ways of conducting the research and doing its analysis, such as the explanations about the time and location of conducting research data collection and analysis and following the term paper guidance as: the research approach and method, the research object and data, the data collection technique, and the data analysis technique.

## **CHAPTER 4 : SEMIOTICS ANALYSIS OF MORAL VALUE ON "RAYA AND THE LAST DRAGON" MOVIE (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. The research problems solved to achieve the objectives of the research.

## **CHAPTER 5 : CONCLUSION**

This chapter contains conclusion from the result of research that uses a qualitative approach with a content analysis method using semiotic analysis. The answers to the research problems are in accordance with the title of the research is conveyed concisely and clearly.