

CHAPTER I

INTRODUCTION

A. The Background of the Study

Language as a means of communication consists of sound, words, and objects to express ideas, feelings, and emotions. People use the language to engage verbal and non-verbal. Like verbal communication is also used to deliver information to other people by using media. In the current era of technology, people can learn and use the language in many ways. Such as reading books, listening to music, watching films or movies, and others. Film as works of culture art, social institutions, and media of mass communication are made based on cinematographic principles with or without sound and can be demonstrated (Wilandra, 2017). The film has become a new form of art that has the power to reach out to social life, thus making the film a potential medium for conveying messages to its audiences. The film integrates various elements such as literature, theatre, arts, technology, and means of publication. The film has various identical elements with short stories, novels, drama, or poetry. The film communicates with imagery and image as well as poetry. The film also shows motion and gesture, and it is the same as drama. All the elements can be analyzed by way of using literary theory.

Film as media plays an essential role in human existence. This led to many academic serious kinds of research by applying specific techniques, specifically semiology. In manner by using semiotics, the researcher can examine and

interpret every sign in films. According to Winckler (2011), semiotics pursues to discover or interpret the meanings of a sign so that it is regarded as how the communicator creates the message. The important thing of study in semiotics relates to the textual content consisting of literature, film, or a piece of music, film assemble that means via sign. A sign has elements: signifier signified. A signifier is a physical part that can be seen or listened to. Signified is the psychological element, the reaction to the object, the intellectual picture a signifier conjures up the eternal response to the signifier. A film can be analyzed on the idea of it is inherent form and structure one of the subjects which can be analyzed in the film is semiotic study. Film semioticians aim to define a film's specificity in terms of a specific combination of codes to represent the message of the film story.



Figure 1.1 Encanto Poster

This study chooses Encanto as one of the feature films (fantasy, comedy, family, and musical stories) by Byron Howard and Jared Bush, including Encanto. The story of the Madrigals, a remarkable family who live in a lovely home, a bustling town, and a wondrous, endearing area named Encanto that makes this

film contains many signs. For example, it is found at the beginning of the film 'candle' in denotation itself can define as candles are a source of illumination, in connotation can define as a candle becomes a magical fire that never goes out, and in myth, candles give them a shelter to stay, a very magical place. Donkeys in denotation itself can be defined as farm animals, and in connotation, they can be defined as despicable, stupid, and low animals. House in denotation itself can describe as a place to share, a place to complain, and a place to take refuge, in connotation can define as their house or cottage coming alive to protect them and can move by itself. By using Roland Barthes's theory is interested in analyzing the denotative, connotative, and myth because in the film many signs can be analyzed.

Previous studies have discussed various studies on semiotics. In research conducted by Sadiq Aminu (2021) A Semiotic Analysis of the Movie "Black Panther" using theory Peirce and Salsabila Kamila Wardah (2021) Semiotic Analysis of Women's Representation in the Animated Disney Film Raya and The Last Dragon using Roland Barthes' theory, they both discussed the study of semiotics, which differed from previous research. In this study, the authors used two theories in semiotic studies, namely Roland Barthes and Peirce's theory, and this research focuses on the analysis of signs and how these signs are interpreted.

B. The Problem of the Study

There are research questions that can be formulated in this study as follows:

1. What signs are found in the “Encanto” film?
2. How are the signs interpreted in the “Encanto” film?

C. The Objectives of the Study

Related to the problem above, the writer formulated the objectives of the study as follows:

1. To find out the signs that are found in the “Encanto” film.
2. To describe how the signs are interpreted in the “Encanto” film.

D. The Scope of the Study

This study is limited to the study of semiotics, specifically focusing on denotative, connotative, and myths in this film. The theory based on Barthe's and Pierce's theory can be found in the film "Encanto". This film can be accessed on the internet and downloaded.

E. The Significant of the Study

1. Theoretically

Theoretically, the findings of this study potentially enhance theories of semiotics, particularly in film.

2. Practically

The findings are expected to be useful for researchers who are interested in doing further study on semiotics to be a reference or comparison.