

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Chandler (2007:2) defines semiotics as the study of signs in what people say and things that can have many meanings. Semiotics, according to Benny Hoed (2011:3), is the study of signs in humans. According to Vera (2014: 24-26), Peirce classified signs into three types based on the object: index, icon, and symbol. A symbol, in the most fundamental sense, is something that reflects something else outside of itself or the thoughts associated with it (Baldick, 2008). Symbols can provide unexpected context and meaning (Fleming, 2019). The meaning of a symbol is influenced by its meaning. People (such as filmmakers or creators) can use any symbol in their work in a multitude of ways within the same genre or community (Olderr, 2017, p. 1). According to Golden (2013, p. 175), the text in which the interaction happens effects the symbols. The context dictates how and by whom symbols are employed. Symbols are objects, places, people, or other entities that are linked with or have a significance other than what they are (Lorcher, 2019). Words and letters are only metaphors for real-world happenings. Viewers will never know what the characters in the film were thinking. The symbols that reveal their meanings are first hidden and only appear once or twice. Symbols are physical representations or reflections of abstract reality (Balla, 2012, p. 20). Symbols, on the other side, are not limited to the relationship between physical objects and symbolic realities; behaviors, then, can be interpreted in this way.

According to Boggs and Dennis W. Petrie's book "The Art of Watching Film" (2000:2), film is a one-of-a-kind art production having a strong influence on the audience since it combines paint, technology, music, literature, and drama, and so creates a compelling medium. Films carry information both visually and vocally, through action and gestures as well as language. Film is a medium that contains icons, indices, signs, and three symbol elements (Ferry, 2014). Scrawler (2017) asserts that filmmakers can influence and interpret audiences through the use of symbols and metaphors. The meaning is enhanced by visuals, lyrics, audio/sound effects, nonverbals, and linguistic symbols. According to the author, "any good writing stimulates our natural potential to develop new symbols or remember what we already know" (Brady & Lee, 2010, p. 165). Priman (2018) defines symbolism as "a figure of speech in which an object, person, location, or experience has a meaning other than its literal meaning."

Film is the most symbolic art form in literary works, according to Fraim (2014). It makes extensive use of movement and symbolism to convey the essence or meaning of the story. Few people, on the other hand, are familiar with symbols and symbolism, as well as how to use them effectively in film. According to Wilson (2018), some films are better than others in managing meaning, hence directors typically focus on specific components to provide plot depth. In fact, some films hide their imagery or links so that the audience is ignorant of how rich the film's symbolism is. Take the film "*Encanto*."

Encanto is a film that chronicles the story of the Madrigals, an unusual family who lives in the Colombian highlands in a lovely house, a thriving village,

and the wondrous and fascinating place known as *Encanto*. *Encanto*, which released on November 24, 2021, has earned numerous honors for its portrayal of Colombian culture.

Encanto became a hit after winning eight prizes at the end of 2021, including the DFWFCA Award for Best Animated Film (2021), the FFCC Award for Best Animated Film (2021), and a Golden Globe for Best Picture - Animation (2021). *Encanto* also received the following prizes in early 2022: NCFCA Award for Best Vocal Performance in Animation or Mixed Media (2022); 2022 Golden Globes for Best Picture - *Encanto*'s subsequent animation soundtrack "we don't talk Bruno" The song debuted at number four on the Billboard Hot 100, topping the *Frozen* soundtrack's 'Let It Go,' which debuted at number five in April 2014. Analyzing and comprehending the signs in the film to determine the meaning expressed in the film is more difficult than one may assume, however a semiotic technique can be used.

This study used Peirce's semiotic theory, namely sign theory and the triadic model; a similar study was conducted by Paraskevadins and Weidenfeld (2021) Using the Peircean semiotic technique, this study will compare the authenticity perceived by international travelers to the online projected authenticity of a visitor attraction emblem. The study's findings show that tourism promoters and official destinations prioritize the index of symbols' authenticity, and that different historical approaches to attractions influence their cultural meaning.

The researchers employed Pierce's semiotic theory in this research. Peirce's sign theory is a theory for identifying signs such as symbols, indices, and icons on

a research object. The researcher then used Peirce's triadic model to determine the sign's interpretation. The triadic semiotic model looks like this:

1. Representamen: something used stand for something
2. An interpreter: the individual comprehension of and reaction to the sign/referent association.
3. Object: any material thing that signifies, e.g., words on a page, a facial expression.

This study combines several theories, as per researcher's explanation above, including Peirce's sign theory, which detects signs (symbols) in the movie script, and researchers employ Peirce's triadic model theory to explain the interpretation of symbols revealed. The examples below are of preliminary data collected by researchers and examined using Peirce sign theory.

Description	
Scene	Scene 1, In minute 00:46 – 01:05
Symbol	Candle
Object	<p>The candle that Abuela shows to Mirabel</p> <p>(Abuela Alma: <i>Abre los ojos...open your eyes...</i></p> <p>FADE UP ON: The closed eyes of five-year-old MIRABEL MADRIGAL; Mirabel opens one eye, then the other to find a wondrous, MAGICAL CANDLE rippling with firelight magic)</p>

Representamen	Abuela explains to Mirabel that the candle is the beginning of all the magic in Madrigal village and is
	considered sacred there (Young Mirabel: This is where our magic comes from? Abuela Alma: Mm-hmm, this candle holds the miracle given to our family)
Interpretation	It was Abuela who brought the candles up as something important to madrigals. In the village the candle is sacred because it holds the magic given to the madrigal people and Abuela explains it all to the young Mirabel

Candle magic is an age-old practice with a long history. Spell candles demand more than simply lighting and allowing them to burn. According to Wiccan Spells and Black Witch Coven, you should first cleanse and purify them. In this example, the madrigal family lit candles for a long time, arranging them to fill the house in accordance with Abuela's claims that the enchantment in their home stems from the light of the fire from the candles.

The researcher also contends that semiotics is a unique subject because, as Barthes (1986: 9) observes, visuals, gestures, musical sounds, or anything else can be a sign, regardless of content, because semiotics strives to take any sign system and apply it to any sign system. Semiotics has a tremendous impact on

communication, particularly visual communication. These signs have meaning because humans can produce signs and describe them during discussions. People can estimate the intentions of others using these indications. Because everything in this world is regarded as a sign, the author strives to detect signs in depth because sometimes writers discover something in their minds that can be questioned, particularly when interacting with other people or viewing a picture or video that has no basic significance. Finally, the researcher presented "A Semiotic Analysis of the *Encantomovie* Script: Peirce Approach."

1.2 The Problem of the Study

Based on the background of the study above, the research questions are formulated as follows:

1. What are the meanings of symbols as expressed in the *Encantomovie* script?
2. How are Peirce's triadic model expressed in the *Encantomovie* script?

1.3 The Objectives of the Study

Based on the research question above, the objective of this research is formulated as follows:

1. To explain the meaning of symbols in the *Encantomovie* script.
2. To explain the triadic model expressed in the *Encantomovie* script

1.4 The Scope of the Study

This research is limited to the analysis of symbols contained in the movie script in the *Encanto* movie. Furthermore, the author uses Peirce's sign theory in his discussion of icons, indexes, and symbols. The researcher limits the

identification of signs only to symbols, then after the sign is identified, the researcher proceeds to the triadic model by Pierce to find representamen, objects, interpretants to find out the interpretation of the sign. that have been found.

1.5 The Significance of the Study

The researcher hopes to offer a theoretical and practical contribution to the English and Literature Department's writers and researchers.

1. Theoretical Viewpoint

The researcher of this study hopes, theoretically, to provide an extra source of semiotic analysis, specifically using Peirce's semiotic theory, to expand our knowledge and understanding of semiotics.

2. Practical Considerations

The study's findings are likely to be valuable for students in Unimed's English and Literature department, as well as students from other universities performing comparable research as the other reference. The author also expects that the findings of this study may aid in the advancement of semiotics theory, namely Peirce's semiotics.