

CHAPTER I

INTRODUCTION

1.1 The Background of the Study

Semiotics is concerned with everything that can be taken as a sign and sign system describes something ruled by a system of signification (Eco, 1986, p. 6). It means that, semiotic is a study about all related with a sign, sign process provide in advertisement, film, poster film, song, pantun, culture, poetry. One of the examples that can be analyzed by using semiotic is a film. Film is the world of entertainment that becomes human attraction for everyone who watching it. It is an audiovisual communication medium to convey a message to everyone.

According to Bordwell &Thompson, (1941, p. 3), a film is like buildings, books and symphonies artifacts made by humans for human purposes. Every film story cannot be separated from narrative elements and every story must have elements such as characters, problems, conflicts, location, time, and others. All of these elements form a narrative element as a whole. The aspects of causality together with the elements of space and time are the main elements forming a narrative.

The film is an artistic photographic lens which highlights the human eye to see which position is displayed by the beauty of a film, without being hidden by the things in front. The film shows a combination of picture and several pieces of image and can move from one scene to another. In addition, the film produces sound and color and a series of stories that keep the audience entertained and lighting is so important that films resemble reality.

Film is seen as art because there are directors who run and manage a film directors and determine what things must be displayed for its making process. Film in the manufacturing process requires "shot" or technique in taking pictures made by a cameraman who is ordered by the director. The place to put the story, setting, and dialogue in the making of the film is the script. The script is used to find out what will happen to the film. The process must be visualized with storyboards, which is visualizing each scene that helps communicate what is tried for others. Filmmaking work it requires a team, which takes into account their previous work and experience.

Buffalo Boys film is interesting to be chosen as the object of the study, because it combines some elements of western and local culture. It is believed that there is a lot of meaning from the story of this film related on semiotic meaning. Sign of this film, we can see in the picture or video and whatever showing in this film. The Film of "Buffalo Boys" (2018) directed by Mike Wiluan and the production Screenplay Infinite XYZ Films and genre of this film is Action. It was released on 14 July 2018 in Singapore and 19 July 2018 in Indonesia. As its best achievement, it is able to compete in two film festivals, they are Fantasia International Film Festival, Canada and the New York Film Festival United States.

Buffalo Boys tells the story of two Javanese princes. After decades of exile in Wild West America, the two returned to Java to take revenge for the killing of their father, a local Sultan, carried out by Dutch troops. They met with a group of villagers who opposed the foreign rulers and tried to bring justice to the region.

Semiotic tells about a sign, which can be seen everywhere in our everyday life. There are many theories about sign and one of them is from Ferdinand de Saussure, Ferdinand(2007) said that sign is about signifier and signified. Signifier and signified are sign component and they can not be separated from each other. The *Signifier* is things that are caught by our minds, something we can see and *signified* meaning of signifier or what is caught by our minds. For an example of signifier “red light” and signified of “red light” is stop. It means that, red light in traffic has meaning for people to stop their vehicles. Meanwhile, the concept of semiotic by Ferdinand de Saussure different from Charles Sanders Peirce’s theory. Pierce (1955) said that about sign is classifying consist of three. They are signed itself (Qualisign, sinsign, and legisign), object (icon, index, symbol) and interpretant (rheme, decisign and argument).

The theory used in analyzing this film is Peirce and Ferraro theory, Peirce theory states that the icon is a simple or complex sign that resembles the original shape of the object. An Index is a sign that is related to something that is causal, or cause and effect. A symbol is a sign that is related to the marker and also the sign. Meanwhile, Ferraro theory states that cultural sign consist of material objects, ideas, attitudes and values, behavior and pattern. Previously, there are eighth relevant studies related to film and semiotic. This research diverse with eighth previous research. Although, this research used the theory of Charles Sanders Peirce on the object (icon, index, and symbol) the same with three previous studies, but this research focus on the cultural sign on the film and genre of this film is action.

Based on the background of this study, it is intended to scrutinize and examine in detail cultural signs through semiotic analysis that is used by the author in “Buffalo Boys” film by Mike Wiluan. By watching the film, the researcher knew, there is cultural sign what appears in the film is related to icons, index, and symbols. This research conducted to find out the meaning contained in these cultural signs. So that, the cultural signs that appear in this film can be interpreted and people understand the signs through semiotic theory.

However, the film can convey a message by its signs or symbols displayed that can give meaning to everyone. Therefore, it is interesting in discussing semiotics related to the sign, especially cultural sign. Finally, the researcher is intended to make a title **“Cultural Signs In “Buffalo Boys” Film By Mike Wiluan”**.

1.2 The Problems of the Study

Based on the background of the Study, the Problem of the study are formulated as follows :

- a) What cultural signs are used in “ Buffalo Boys” Film by Mike Wiluan?
- b) How are the meaning of cultural signs realized in “Buffalo Boys” Film by Mike Wiluan?
- c) Why are the cultural signs realized in the way, they are ?

1.3 The Objectives of the Study

- a) to identify cultural signs are used in “ Buffalo Boys” Film by Mike Wiluan,
- b) to describe realizations of the cultural signs realized in “ Buffalo Boys” Film by Mike Wiluan, and
- c) to describe reason of the cultural signs realized in the way, they are.

1.4 The Scope of the Study

This study is limited to analyze cultural signs and their meaning realized in “Buffalo Boys” Film by Mike Wiluan. It uses the theory of semiotics proposed by Charles Sanders Peirce about icons, indexes, and symbols and Ferraro about Cultural Signs.

1.5 The Significances of the Study

Findings of the study are expected to give theoretical and practical significances:

1. Theoretically
 - a. The findings of the study are expected to add new horizons with write new research or continue research about theories of semiotics particularly these related to the cultural aspects of the film. and,
 - b. Become a new reference for further studies on film.
2. Practically,
 - a. The findings are expected to be useful for students in the English Literature.

- b. Those who are interested in appreciating the film.
- c. The film directors are interested in making new film performances.
- d. Authority of censorship in controlling the film.



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