

## CHAPTER I

### INTRODUCTION

#### A. Background of Study

Nowadays, film considered as one of huge industry for people to express their feeling and skills. Film is the most complex and powerful arts in the present world. It has unique composition and is also a powerful medium for educating and indoctrinating citizens (Petrie & Boggs, 2012). As a form of expression film is a motion picture which composes the elements of the visual arts line, form, mass, sound, and texture. Film can exploit the subtleness of light through it and reflects shadow just like painting and photography. It manipulates three dimensions of arts like sculpture. Like pantomime, film focuses on moving images to send it messages and as in dance the moving image of film has rhythm. As the rhythm is a complex resembling music and like poetry, film communicates through imagery, metaphor and symbol.

In short, film has a complete ingredient of arts and literature within and every single of them contains meaning and sign. In film, semiotics helps in deepening its intended meaning. The visual basis of its compositions give it a universal power to communicate. The meanings are inferred from societal practices; norms, cultural values, individual experiences and environmental contexts, to showcase the way the society functions as projected in films through aesthetics. As a result, every sign or sign system operates within a given context.

In 2019 a South Korean director Bong Joon Ho produced a film entitled Parasite. This film tells a story about two different families they are Kim's family

(the poor) and Park's family (the rich). Parasite has such a good storyline because it portrays the imbalance of society. As captured in this film the rich family's concerns are all about parties, reputation and wealth. On the other side the poor families are struggling for their daily wages. The pizza delivery boxes scene was an example of how the poor family did anything to collect money for food. This film delivers the messages carefully and extremely in detail. It was proven in the Cannes Film Festival where the film got nominated in many categories including best picture in 2019. Besides social issues, this film also revealed a flawed education system. As the main character is good in English but he could not afford university because of their poverty so his sister photo shop fake certificate of famous university so then her brother can use it to get a job. The rich on the other side, hire him instantly only for that 'fake' certificate. The excellence of this film made it worth all of the prizes and the awards. This is also another reason why writer decided to analyse this film, to understand more and to learn more about this film throughout semiotics analysis.

Many filmmakers extensively deploy semiotics in expressing the myth, history legendary stories and archetypes within the respective cultures where their films are set Tomaselli (1981). Semiotic well-known as a theory of sign and sign-using behavior. Semiotic is also study about how sign convey meaning and all of the relations between them. The word "semiotic" come from ancient Greece word *semion* that means sign. The sign itself defined as something that can represent other thing. Semiotics in general concerned with the ways meaning created and realized. Meaning occurs through process of associating the representment, interpretant and object Peirce (1903).

So far, there are two popular models of semiotic design by experts. First dyadic semiotic model by Switzerland philosopher Ferdinand de Saussure which was composed as signifier (significant) and signified (signifié) in conclusion, semiotics was formed by signifier and signified. The relationship between the signifier and signified later called as signification. Second one is triadic model by an American Philosopher Charles Sanders Peirce which consists of the representment, he interpretent; not an interpreter but rather known as the sense made of the sign and an object; something beyond the sign to which it refers (a referent). For Saussure, he called semiology as science which studies the role of signs as part of social life while to the philosopher Charles Peirce, as a field of study semiotic was a formal doctrine of signs which was related to logic in a very close way. Working quite independently from Saussure, Peirce created his own term, declaring that logic, in its general sense, is only another term for semiotic (*sémeiōtiké*), the quasi-necessary, or said as formal doctrine of signs (Sandera H, Yakin. M & Totu 2014).

Peirce and Saussure are two prominent co-founders of the study of sign what is now more generally known as semiotics. They set up two major theoretical of semiotic. Saussure's term semiology traditionally used to refer to the Saussurean while the term semiotics sometimes used to refers the Peircean tradition. However, lately the term semiotics is more popular and widely used as an umbrella to embrace the whole term. Chandler (2007) states semiotics is the study of signs and signifying practices. By this, sign can be found in any entity such as words, images, objects etc. To be precise, semiotics deals with the

meaning of how representation in the broad sense (languages, images, objects) generates meaning or the process by which comprehend or attribute meaning.

The field of semiotics study is infinite. Semiotics can be related to the text like literature, including language itself, film, pictures, posters, gestures or even a piece of music. In this case film is one form of arts which constructs meaning through signs. Chandler (2007) states that film is a repository of semiological symbols. In film semiotics helps in deepening its hidden meaning and that every sign which take form as words, images, sounds, gestures, and objects can be defined as semiotics.

From the statement above the writer analysed signs which found in Parasite film. Significantly, icons, index and symbols. Parasite like other work of art accepted praises and critics. Personally writer has a high appreciation on this film. Even though this film could be understood by watching it but what we saw at the first sight was actually limited. This film served more than what eyes could catch at the first glance. In fact, Boggs & Petrie (2012) said there were no final answers exist about any work of art. A film, like anything else of true aesthetic value was included. At this point writer decided to analyse this film in academic purposes to provide and expand understanding on semiotics and in film analysis as well.

**B. Problems of Study**

Related to the background of the study above, writer composed the problems of the study as follows:

1. What kinds of sign are used in *Parasite*?
2. How are the sign realized?
3. Why are the icons, indexes and symbols realized in the way they are?

**C. Objective of Study**

Related to the problems of the study above, writer formulated the objective of the study as follows:

1. To discover the signs expressed in *Parasite* film
2. To describe how the signs found in *Parasite* film are realized
3. To explain the sign of icons, indexes and symbols in *Parasite* film

**D. Scope of study**

To prevent this research from misunderstanding, writer limited the study to look for the meaning of symbols, indexes and icons which found in *Parasite* film's scenes based on types of sign by Charles Sanders Peirce. In a nutshell, the scene of *Parasite* Film is only the media to find out Icons, Indexes and Symbols.

**E. Significant of Study**

The writer wishes to give contribution theoretically and practically for other researcher and also gives contribution to English and Literature Department students in State University of Medan.

Theoretically, writer hopes this research give an additional source and reference in semiotics analysis and meaning of sign in film, especially using Pierce theory to enhance knowledge and understanding of semiotics study.

Practically, the outcome of this study is expected to be applicable for students of English and Literature at Medan State University or students from other universities for the similar research or additional references either for development of the theory of semiotics study using Pierce theory.

