

CHAPTER I

INTRODUCTION

A. The Background of the Study

In this modern age, the film industry has become an interesting field for those who want to express their creative spirit and skill. Most filmmakers believe that film can be a medium for sharing their thoughts and opinions. Like theater, Film communicates visually and verbally through actions and gestures, as well as dialogue. According to Dennis (1985) a film can be visual images (perhaps in color), words that are spoken and occasionally written (as in signs or a letter shown in a close-up), background music, actors in costumes, and setting, and other means by which the medium of cinema conveys emotions and ideas to an audience. Filmmakers are also required have a concept of what will be presented according to the rules and feasible presented to the public. If we see, some scenes from the film not caused by sound, motion, background or anything, but if we see it from other point of view, a film has a strong character convey information and meaning through scenes. Of course, all these images, sounds, gestures and everything that is played and shown in the film certainly contains a meaning, which is of course related to semiotic.

According to Eco (1986) semiotics is concerned with everything that can be taken as a sign. In addition, Chandler (2007) defines semiotics as signs that take the form of words, images, sounds, gestures, and objects. From this we can conclude that anything can be a symbol as long as someone interprets it as

"meaning" and refers to or represents something other than itself. This means that everything in our life is considered a sign, that is what we have to give them meaning. To find the meaning expressed in the film requires analysis and understanding. Films are not as easy as we think, but we can use semiotics approach.

Semiotics aims to take in any system of signs whatever their substances and limits like; images, gestures, musical sounds, and objects (Barthes, 1968). Barthes focuses his study on signs, namely there are two signs called (two order of significations). The first sign is called the denotative meaning, that is, the sign relationship between signifier and signified. This relationship explains the relationship between the signifier and the signified or the meaning contained in a sign such in the outer reality, the true meaning of an existing object. In explanation of the framework that Roland Barthes made, the connotation is also known as myth or foundation itself.

From what has been explained and described above, the SpongeBob film has been analyzed by analyzing the characterization, because in this film each character has its own uniqueness. The film tells about a new adventure for SpongeBob SquarePants, Patrick Star, and their friends from Bikini Bottom. Characters convey their characterization through their actions and language, which is referred to as verbal and nonverbal communication. The preliminary data is taken from screenshots of the Spongebob movie where on the image will explain the characterization of character.



Figure 1.1 Preliminary Data Character

Minute :30:02 – 30:09

Sage : *Hello*

SpongeBob : *[yelps] who are you?*

Sage : *I'm a simple tumbleweed. Call me Sage*

Patrick : *Hey, Sage. Good Name*

In the picture above is the Sage character. The denotative meaning of the Sage character is a human face surrounded by a bush of branches that are always carried by the wind or called tumbleweed, but the connotative meaning of the Sage character is a guide who gives directions to SpongeBob and Patrick when looking for Gary. This character conveys his characterization through the actions and the verbal communication he takes in each scene. And why this character used because Tim Hill said that he only envisioned Reeves when writing the mythical character of Sage. Even before talks with the actor began, Hill had created the character by envisioning Reeves.



Figure 1.2 Preliminary Data Character

Minute : 1:16:00 - 1:16:12

King Poseidon : *Rather impolite, don't you think? And I love it!*

SpongeBob : *Wait, so you're not mad at us?*

King Poseidon : *[laughed] No, it's been a while since I've enjoyed such toe-tapping entertainment. All is forgiven!*

This character is King Poseidon, the denotative meaning in this picture is a sea creature called a dugong, but the connotative meaning in this character is a king who leads marine life in the SpongeBob Movie. This character conveys his characterization through the actions and verbal/nonverbal communication he takes in each scene too. Stephen Hillenburg had an episode where Gary disappeared, and he wanted to use the idea for his movie. So he discovered that snails can be used for skincare. So Gary was the last snail owned by King Poseidon.

From the initial data above, this research focuses on characters analysis in the SpongeBob Movie: Sponge on the Run (2020) using Roland Barthes' semiotic theory.

B. The Problem of the Study

Given explanation earlier, the problems of the study are formulated as follows:

1. What characterizations are found in SpongeBob Movie?
2. How are the characterizations in SpongeBob Movie conveyed?
3. Why are the characters used in SpongeBob Movie?

C. Objectives of the Study

There are some objectives of the research as follow the research question :

1. To find out the characterizations in SpongeBob Movie.
2. To explain the characterizations conveyed in SpongeBob Movie.
3. To explain the reason the characters used in SpongeBob Movie.

D. The Scopes of the Study

This study find out about the characterizations in SpongeBob Movie : Sponge on the Run (2020), to explain the characterization conveyed in SpongeBob Movie: Sponge on The Run (2020), and explain the reason the characters used in SpongeBob Movie.

E. The Significances of the Study

Based on the purpose of this research that can be useful both theoretically and practically, especially in the field of film related to the meaning of the film.

1) Theoretically

This research is expected to add the knowledge, especially in the study of semiotics, making us pay more attention to a meaning that is implied through the signs of semiotics, especially the analysis of Roland Barthes. For readers this research will make readers understand and know the characterization in SpongeBob Movie.

2) Practically

This research is expected to be a reference for filmmakers to be better at creating film works, for film lovers to be more selective in choosing film shows, understanding the stages of semiotic analysis and applying it in research studies.

