

CHAPTER I

INTRODUCTION

This chapter presents the background of the research, research question, objectives of the research and significance of research.

1.1. Background of Study

Film collectively often referred to as cinema. In cinema itself comes from the word kinematic or motion. Film is also a lay liquid cellulose, commonly known in the filmmaking world as celluloid. According to Himawan Pratista (2018) a film is formed from two elements narrative and cinematic elements. Narrative elements relate to aspects of the story or movie themes. It is impossible for every story film to be free from narrative elements and Every story must have elements such as characters, problems, conflict, location, time and others. All these elements form elements narrative as a whole. Aspects of causality along with elements of space and time are the main elements that form a narrative.

Film as a means of entertainment or a communication medium that is meant to provide education, messages and life values to the audience. In general, films are made as a target to convey stories in a short time in the form of live and moving images. Films are also designed with an interesting story so that conflict.

Film can also function as a medium of communication and the message contained in the film is conveyed widely to the people who watch the film. According to Wibowo (in Rizal, 2014) film is a tool for conveying various messages to the general public through the media of stories, and can also be interpreted as a medium of artistic expression for artists and filmmakers to express their ideas and story ideas and according to Law no. 33 of 2009 concerning film, said that film is a work of cultural art which is a social institution and mass communication media made on the basis of cinematographic principles with or without sound and can be demonstrated. Film is also a work of art in the form of moving images or communication media which can be seen and shown and has a function to convey a message to the general public.

According to Effendy (in Rizal, 2014) the main purpose of the general public watching movies is to obtain entertainment. However, apart from that, films can also contain informative or educative functions, or even persuasive ones. This is in line with the mission of the national film industry since 1979 which stated that apart from being a medium of entertainment, film can be used as an educational medium for coaching the younger generation in building character.

According to Wieianto, film is a very relevant field of study for semiotic analysis because film is constructed with various signs. Signs include various sign systems that work

well together to achieve the desired effect. Movies usually have meaning as stated by Roland Barthes, namely signifier and signified. Usually the audience only knows the meaning of the film as a whole, but when the film is analyzed, there are many meanings of denotation, connotation, and myths.

According to Boggs and Dennis W. Petrie's said in their book "The Art of Watching Film" (2000: 2), Film is a unique artistic production and has a strong influence on its audience because it combines paint, technology, music, literature and drama. , and it becomes interesting to watch. In addition, Dennis (1985: 2) says a film can be in the form of visual images (perhaps in color), spoken and sometimes written words (as in signs or letters shown in close-ups), background music, actors in costumes, and arrangements, and other means used to convey emotions and ideas to the audience.

Semiotics in films, namely using iconic signs, namely to describe something intended in conveying messages to audiences. Iconic signs used in films indicate messages to the audience and each signal received will be different, but if the story that is played is already forms a main meaning of the story that is displayed (Sobur: 2003: 128). To get the meaning expressed in the film, analyzing and understanding the signs in the film can use a semiotic approach.

The author chose a film entitled *Raya and the last dragon* because the writer wanted to examine the symbols and their meanings contained in the film. conducting research in the field of semiotics. Film is also a literary work that is always entertaining and interesting to talk about, because it always provides an overview of the social life of society and films also have the power to convey messages and influence perspectives on the things that are told in the film.

This research uses the film *Raya and the last dragon* as an object, but researchers focus on the symbols and their meanings contained in the film. For example. *Wayang kulit*, the roof of the *Gadang* house, the *Raya's* long sword that resembles a dagger.

The film, entitled *Raya and the last dragon*, is a 2021 American computer-animated fantasy action-adventure film directed by Don Hall and Carlos Lopez Estrada and produced by Walt Disney Animation Studios. The film script was written by Qui Nguyen and Adele Lim. it tells of a warrior princess who is looking for the last dragon in the hope of returning a dragon jewel that will drive away evil spirits known as *druun* from the land of *kramandra*.

The film *Raya and The Last Dragon* is set in the fantasy world of *Kumandra* when humans and dragons live in harmony. One day the *Druun*, a plague born of human strife, attacked *Kumandra* and turned all creatures into stone. Then *Sisu*, the last surviving dragon of the *Druun*, severed all magic into gems and wiped out the *Druun*. Thanks to *Sisu's* dragon magic, everyone who was turned into stone came back to life, except the dragons.

In the film *Raya and The Last Dragon* there are also elements related to communication science, including the director and producer as communicators, the audience as communicants, the film as a medium, the process of meaning in the film as a message, and the effect or feedback is changing the way the thinking and behavior of audiences over a long period of time, and the influence of films that can shape mass culture (McQuail, 2017). The signs and messages depicted in this film make it worthy of being an object of research. There are many messages that can be taken from the positive side and moral values from this film, which of course can be consumed by students. Each scene has educational, social, persuasive value and a moral message which is packaged in an interesting way based on existing social reality. In the film *Raya and the Last Dragon*, there is a moral message presented to the audience about caring for each other for living creatures.

1.2 Research Question

How are semiotics in the film *raya and the last dragon*?

1.3 The Objectives of Study

To find out semiotics in the film *Raya and the last dragon*

1.4 The scope of study

The scope of this study focuses on analyzing the types of signs contained in the film *Raya and the last dragon*.

1.5 The Significance Of Study

1. In theory, this research is expected to help expand knowledge about semiotics.
2. Practically this research is expected to provide additional information and can help readers find new ideas, especially those that want to be examined in the field of semiotics.