CHAPTER I

INTRODUCTION

In this chapter, the researcher presents the background of the research, the problem of the research, the objective of the research, and the significance of the research.

1.1. Background of Research

Various genres of literature are evolving rapidly these days. This is proportional to the appreciation of literature that comes in several delivery formats. This achievement is made possible by increasingly advanced technology, which leads to literary works incorporating audio-visual media such as films.

As literary works, films from storylines that raise universal themes that depict the reality of life more interestingly making the film as a literary work livelier and more enjoyable. Dialogue between characters, narration, and text that appear in films is the use of language that influences the understanding and interpretation of the story, thus making films popular. Film also considered an effective tool to connect target countries; their audiovisual nature allows them to tell a lot in a short period of time. Through visuals and dialog, films can convey messages, play on emotions, and display life values to the audience. Films can satisfy the audience with their appeal. Various film themes have been made as a way to entertain and convey messages to the audience because some films are made based on recordings of reality in society that are projected onto the screen. The audio-visual format of films is considered to have the ability to touch the feelings and morals of the audience. When someone watches a film, it is as if they enter a time and space that is able to tell stories about their lives and even influence them. This is due to the fact that film fall under the category of electronic mass communication that is communicated through images, motion and sound. Therefore, the storyline of the film is able to deliver what the audience wants to convey. Therefore, films are often tools used by their creators to convey implied moral messages to the audience. From watching a film, the audience can receive certain messages to be read or decoded, which has an impact on how they understand it, (Zoebazary in Asri, 2020). Films are becoming increasingly popular in society because they are widely accessible and can be watched in theaters or on various devices such as laptops, televisions, and mobile phones.

Along with its development, films have a variety of genres, one of which is animated films. This genre of film is one of the most popular, because it displays visuals that are more

interesting and funnier than other film genres, but still has various messages conveyed. One of them is an animated film produced by Walt Disney and Pixar Animation Studios, namely “Elemental: Force of Nature”.

The animated film “Elemental: Force of Nature” by Peter Sohn which aired on June 16, 2023, is a film that tells the lives of several natural elements, namely the elements of fire, water, air, and earth that live in the Element City. The fire element is described as a temperamental element, besides other characters also have different traits and characters. The characters of these natural elements represent certain messages to be conveyed to the audience, this film introduces natural elements that are interconnected with each other through animated depictions that represent the nature of each element. The characters in this film are not only visually depicted resembling natural elements but, in this film there is also a relationship between natural elements but this film there natural in real life. The relationship is described through symbols that appear in the film. This is what will be examined more deeply in this research, using semiotic analysis.

Semiotics is the study of signs and symbols to determine their meaning. Semiotic or semiology is a specialized science that studies the sign system, (Ullman, 1972: 14). The practice of semiotics in animated films is found in iconic signs, which are signs describing a certain meaning, according to Mudijiono (in Basori, 2021), in the film the iconic sign provides a cue, which functions as a message conveyed to the audience, which can be received differentially from one another. However, if the story told by a character has a certain underlying meaning, that meaning is uniquely represented by that character. Several scholars study semiotics in the studies, one of which is Charles Sanders Peirce.

Semiotic of Peirce is a study that refers to the analysis of signs and symbols. There are three components underlying Peirce’s semiotic theory, namely Representament, Object, and Interpretant which are often called Peirce’s Trichotomies, (Tomaselli, 2022).

From these points of view, the researcher is interested in analyzing the film “Elemental: Force of Nature” by Peter Sohn, entitled “The Representation of the Elements of Nature in Animated Characters in the Film “Elemental: Force of Nature” by Peter Sohn.

1.2. Problem of Research

After stating the background of the research, the researcher states the problem of the research which is formulated as follows:

How do the animated characters represent the elements of nature as the entity of living in the film “Elemental: Force of Nature” by Peter Sohn?

1.3. Objective of Research

Based on the formulation of the problem, the researcher states the objective of the research as follows:

To describe how the animated characters represent the elements of nature as the entity of living in the film “Elemental: Force of Nature” by Peter Sohn.

1.4. Significances of Research

The significances of the research that this research was carried out with two main objectives, namely its theoretical and practical objectives:

1) Theoretical

This theoretical aims to expand knowledge about literature and semiotic in film. Researcher also hope that this research can be a valuable reference for the further researchers in this field.

2) Practical

This study is expected to be an input and contribution of thought for researchers, especially in the field of semiotics.