CHAPTER I

INTRODUCTION

This chapter presents the background of the study;the research question; the purpose of the study;the significance of the study; the scope and limitation of the study; and the definition of key terms.

A. Background of The Study

Language is a symbol, a code, or a form of communication that has been agreed upon by a particular community. This particular community, either individually or collectively, uses language as a medium to convey a message, purpose, or meaning. Language, as a sign or symbol, enables humans to easily identify themselves and others in order to comprehend all aspects of life. Language is often used to communicate in humans' life. People usually use language for various purposes and functions. In society, people need to have a relationship and engage with one another, and language can help people to interact in social life (Triyogo, 2016:1). A language is a form of transmitting meaning. This instrument's form represents its function, and it can be only used be understood correctly in terms of its function.

Human tends to make the other aspects in sign in order to understand and know the meaning easily. Signs can take the form of words, images, sounds, scents, flavors, actions, or subjects, but they contain intrinsic meaning and become signs only when we give them an interpretation. According to Peirce (1931) a sign will call as a sign if there is an interpretation on it. In semiology,

structuralism can be used to analyze sign and meaning in language, art, and media. In other words, language is a type of sign that is studied in semiotics is another term for semiology. Additionally, this global society era with diverse languages requires individuals to utilize and communicate well in English as the primary mode of communication, which is already well-known throughout the world.

Everything in this world is a sign, although there are some things that have no intrinsic meaning, they can be classified into signs if we invest them with meaning. According to Umberto Eco (1986: 7), semiotics is concerned with everything that can be taken as a sign. So, we can conclude that anything can be a sign as long as someone interprets it as „signifying‟, something-referring to or standing for something other than itself. It means, every existing thing in our life is looked as a sign, that is something that we should give them meaning.

Communication is widely recognized as a critical aspect of human life that must be addressed in order for it to function properly. This also implies the critical importance of communication in human social existence. There are many ways of communication, whether verbal or nonverbal. Additionally, there are other ways of communication by using media such as movies, novels, posters, pictures, and others. The media that is easy and often use as cross-language communication is a movie. The movie is one of the interesting media because the display and content presented can entertain the audience.

Almost everyone and every country in the world has consumed media

products over their lifetimes, whether television, periodicals, social media, websites, or movies, with many of us doing so voraciously on a daily basis. From all those media products, movies have developed into a significant type of media in our lives, owing to their effectiveness as a means of communicating ideas and concepts, as well as their ability to impact how people perceive things in general (Alzahrani, 2016). The movie utilizes a variety of tools, including audio, visual, and drama, all of which are wrapped in unique shooting techniques. It is thought to be able to reach a broad range of social sectors and exert influence upon its audience.

A movie is a series of moving pictures, often telling a story, usually shown in a theater or on television (Cambridge Dictionary). The term "movie" of "film" originally referred to individual motion movies, the area of cinema as an art form, and the motion picture industry. Movies are created by capturing images from the real world using cameras or by producing visuals using animation or special effects techniques.In film or movie theory, the term "genre" refers to the principal way of categorizing films. They were classified as setting, mood, and format. The genre of the movie is action, romance, history, etc.

While certain sequences in the movie may appear to be typical scenes composed of sound, movement, backdrop, or anything else, a closer examination reveals that the movie has a strong character for delivering information and meaning via the scene. Of course, every image, sound, gesture, and action in the movie has meaning. Everything in our universe is a

symbol, even though some objects have intrinsic meaning, they may be defined as signs when given significance.

To ascertain the meaning of a movie, evaluating and comprehending the movie's signs is not as simple as the prediction, but it can use a semiotic technique. According to Benny Hoed (2011:3), semiotics is the study of signs or the science that examines signs in humans. Daniel Chandler (2007:2) defined semiotics as a signal that takes the shape of words, pictures, sounds, gestures, and objects. Semiotics is concerned with anything that might be interpreted as a sign (Umberto Eco, 1986:7). From the definition above, everything may be a sign as long as it is seen as "signifying", referring to or standing for something other than itself. That is everything that exists in our lives is viewed as a symbol, and it is up to people's perception to give them significance.

In order to get the meaning expressed in the film, analyzing and understanding the signs in the film are not easy as we predict, but we can use a semiotic approach. Actually, there are two popular models of semiotics: the dyadic model by the Swiss linguist Ferdinand de Saussure and the triadic model by the American philosopher Peirce. Chandler (2007: 14-15) says that the Saussure's dyadic model of signs defines a sign as being composed of a signifier (significant) and a signified (signifié). Within the Saussurean model, the sign is the whole that results from the association of the signifier with the signified and the relationship between the signifier and the signified is called signification.

Spider-Man: No Way Home movie is an action film released on December 15, 2021, directed by Jon Watts. This film tells the struggle of Peter (Spider-Man) in protecting his identity as Spider-Man. Parker goes to the New York Sanctum to ask Stephen Strange for help. Strange casts a spell that would make everyone forget Parker is Spider-Man, but it is corrupted when Parker repeatedly requests alterations to let his loved ones retain their memories.

Spider-Man is a film production by Marvel Studios.Marvel studio is an American film and television production company.Marvel studio works are always awaited and loved by many people, these films and television series all share continuity with each other, so the writer is very enthusiastic to do research on this film.

The previous study of semiotic was different to this case, there was a research from Alfan Asyraq Pauzan (2018), this research was about the film John Wick I which aimed to explore the kinds of signs that are expressed and to analyze the meaning of three important elements of signs including icons, indexes, and symbols found in the film. Beside him was research from Rizki Hawan (2018), the researcher conducts this research to find semiotic signs and how the meaning of semiotic signs are realized in these movie posters. The data used in this research are movie poster entitled Pirates of the Caribbeans. The differences from two previous studies above was the writer research all of semiotic sign that conclude in the film Spider-Man No Way Home Movie

Semiotics has strong influence in communication, especially visual communication in movie. Because in interaction, the movie may makes some

sign and give them some descriptions then the sign has meaning. From the sign, people can understand what the movie means. So the writer aims to know what are the things which become signs and what are the meanings of the signs expressed in the Spider-Man: No Way Home movie. Therefore, based on the explanation above, the writer is going to conduct a research under the title "**A Semiotic Analysis on the Fight Action of Spider-Man: No Way Home Movie**".

B. Statement of Research Problem

Based on the background of study, the researcher wants to figure out the following problems:

1. What sign are found in Spider-Man: No Way Home movie?

2. What are the meanings of the signs expressed in the Spider-Man: No Way Home movie?

C. Objective of The Research

Based on the problems of the research, the objectives of the research are presented below:

1. To find out the things which become signs in Spider-Man: No Way Home movie.

2. To find the meanings of the signs expressed in the Spider-Man: No Way Home movie.

D. Significance of The Research

This research activity is significantly carry out for the following needs and the researcher hopes the result of the study are expected to give contribution for the reader, especially:

1. The reader

    For the reader, the result of study could motivate the reader to watch the movie. Moreover, the reader gains an understanding of the symbols in the film and can understand the meaning of a symbol in their daily life. In addition, either the reader or the viewer knows about what to make movie interesting.

2. The next researchers

    The result of the study could be used as a source for other researcher to conduct a further research dealing with the semiotic analysis on the movie.

E. The Scope and Limitation of the Research

This study is limited to the analysis of signs that exist in some scenes in the fight action of Spider-Man: No Way Home movie, the writer uses the theory of signs proposed by Charles Sanders Peirce about icons, indexes, and symbols.

F. Definition of Key Terms

There are some terms need to be defined easier. The definition of key terms are as follows:

1. Semiotic analysis

   Semiotic analysis is the study of signs and their meaning relating to the social world and social processes. Semiotic analysis is an example of a case-centric approach. Semiotics is a method or a sciene to analyze a sign (Sobur, 2003: 12-15). Charles Sanders Peirce (1839-1914) in Peirce's Sign Theory, Semiotic is an account of signification, representation, reference, and meaning.

2. Sign

   The sign is an object that includes sounds, words, and everything that can explain the things as a process of communication, like a house, mountain, shirt, and every symbol with meaning. Kinds of sign are icon, index, and symbol.

3. Icon

   Icons - Signs Icons are signs that resemble something, such as a photo of a person. Icons can also be illustrative or diagrammatic, such as a "no smoking" sign.

4. Index

   An index sign is a sign in which there is a direct relationship between a sign and an object. Most traffic signs are Index signs because they represent location-related information (e.g., "slippery road surface" signs

placed on roads prone to flooding)

5. Symbol

      Symbols are a form of 'silent' communication to explain or be a clue. One type is clearly visible on the map. There are three types of symbols on the map, namely point symbols, regional symbols and flow symbols.