

CHAPTER II

LITERATURE OF THE REVIEW

This chapter presents the review of literature and describes some theories. They are the definition of Moral Message, Movie, movie as a mass communication medium, semiotics analysis, Charles peirce's semiotics, moral values, moral values in movie, animation movie and previous studies.

A. Moral Message

The term moral comes from the Latin "mos" (mosir), which means customs, habits, rules/values or ways of life. While morality is the willingness to accept and do rules, values or moral principles. One can say moral, if the person's behavior is in accordance with moral values respected by their social group. In Indonesia moral values are upheld is Pancasila (Pandji Setijo, 2010:60).

According to Suseno (1987: 19) the word moral always refers to good and bad humans as humans. The definition of morals does not only refer to good only bad, for example as a lecturer, cook, badminton player or speaker, but as a human being who is responsible for his profession. The moral field is the field of human life seen from an aspect his goodness as a human being. Moral norms are a benchmark for determine whether human attitudes and actions are right or wrong from a good-natured perspective. worse as a human being and not as an actor of a certain and limited role.

Moral teachings contain views about moral values and norms exist among human groups. Moral values are human goodness as human. Meanwhile, moral norms are about how humans must live in order to be good as humans.

Morals are related to morality. Morality is good manners, with anything related to etiquette or manners. Morality can originate from traditions or customs, religion, or an ideology or a combination of several sources (Mahmud, 2012:116).

According to Harold Lasswell, a message is something that can be communicated by the source to the recipient. Messages are a set verbal and non-verbal symbols that represent feelings, values, ideas or what is meant by this source. The message is the totality of what is delivered by the communicator (Mulyana, 2008:70).

The message shows understanding of the source and attempts to convey it, and the message more or less determines the meaning will be received by the recipient. Therefore the message must be understandable by both the source and recipient (Moekijat, 1993:147). Many people use the term message interchangeably, but very different from the term message from perspective semiotics. Semiotically, a message is a signifier which is something is physically sent from one person or device to another and exists collection or various other types of information. Messages can be sent online directly, in part or in whole from the sender to the recipient (Danesi, 2010:22).

According to Devito, a message is a statement about thoughts and feelings someone who is sent to another person so that the person is expected to be able to do it understand what the sender wants (Sendjaja, 1994:227).

B. Movie

According to Wibowo (in Rizal, 2014) movie is a tool for convey various messages to the general public through the media stories, and can also be interpreted

as a medium of artistic expression for students artists and movie people to express thoughts and ideas the story he has.

According to Law no. 33 of 2009 concerning cinema, saying that movie is a work of cultural art is a social institution and mass communication media created on the basis of cinematography rules with or without sound and can demonstrated. (Vera, 2014:91).

The relationship between movie and society has long history in the study of communication experts. However, along with it the revival of the movie also saw the emergence of movies that indulge in sex, crime, and also violence. The strength and ability of movies to reach many segments social, then makes experts agree that the movie has the potential to influence audiences. Movies are generally built with many signs. These signs are included in various sign systems that work together well in an effort to achieve the desired effect. The most important in movies are images and sounds: the spoken word (plus other sounds that simultaneously accompany the images) and movie music (Sobur, 2006:128).

At the signifier level, a movie is a text that contains a series of images photography which results in the illusion of movement and action in life real. At the signified level, the movie is a metaphorical mirror of life. Clear that the topic of the movie is very important in media semiotics because in In movie genres there is a system of signification that people of the time respond to now and through movie they seek recreation, inspiration and insight, on interpretant level (Danesi, 2010: 133-134).

C. Movie as a Mass Communication Medium

Mass communication is the process of creating shared meaning between media masses and their audiences (Baran, 2008:7). The main characteristic of mass media is that it is mass media designed to reach large numbers of people (Mcquail, 2011:61). Mass communication broadcasts information, ideas and attitudes of communicants that vary in quantity using a lot of media (Effendi, 2003:80). The media in question include: newspapers, television, movies, advertising and radio. The media that have been mentioned have one thing in common, namely that they can both reach a wide audience at almost the same time.

Mass communication creates a lot of complexity. Excess mass communication compared to other communications is the number target audience or communicants it reaches are relatively large and unlimited. Even more than that, there is a lot of communication simultaneously and at the same time receive the same message.

Movie is one of the various forms of mass communication media technology and artistic elements. The art of movie relies heavily on technology as raw material for production and in future exhibitions the audience (Vivian, 2015:160). The audiovisual nature of motion movies is capable of having power resistance is stronger than other forms of information. With the broadcast format and form of presentation channel, the movie is able to build public opinion, people's mindsets can also be changed or even intentionally created through this media (Sobur, 2006:15).

D. Semiotics

a. Semiotics

The word semiotics comes from the Greek, *semeion* which means "sign" or *seme* which means "sign interpreter". Semiotics is rooted in classical and scholastic studies of the arts of logic, rhetoric, and poetry (Kurniawan, 2001:49). Semiotics as a model of science Social knowledge understands the world as a system of relationships has a basic unit called a "sign" (Sobur, 2009:87).

Semiotics is the study of a sign (signs). In the science of communication "sign" is an interaction meaning conveyed to others through signs. In communicate not only with spoken language but with signs it can also communicate. Presence or absence of events, structures found in something, a habit all that can be called sign (Van Zoest, 1993:18).

Semiotics is used as an approach to analyzing texts media with the assumption that the media itself is communicated through set of signs. Media text composed of a set of signs it never carries a single meaning. In fact, text the media always represents the dominant ideology formed through signs. This shows that media texts carry certain interests as well as certain errors that are broader and wider complex (Sobur, 2009:95).

Semiotics as a model of social science understand the world as a system of relationships that has a basic unit the so-called "sign". Semiotics studies about nature presence of a sign. the content of the media (signs) is essentially the result construction of reality with language as its basic tool.

While language is not only a means of representing reality, but can also determine what kind of relief will be created by language about this reality. As a result, the mass media has enormous opportunities to influence meaning and imagery resulting from the reality it constructs. Due to nature and the fact that the job of the mass media is to tell events, then the entire content of the media is a reality that has been construct (constructed reality) (Sobur, 2003:87).

b. The Purpose of Semiotic Analysis

Semiotic analysis seeks to find the meaning of signs including things hidden behind a sign (text, advertisement, news). Because of the sign system its nature is very contextual and depends on the user of the sign. The thoughts of sign users are the result of the influence of various constructs social where the user of the sign is located (Faturachman, 2004:266).

According to Roland Barthes (1972:12), semiotic analysis in movies aims to reveal hidden meanings in visual signs, such as images, colors, symbols and language in a movie. Semiotic analysis helps us identify narrative structures that are not always explicitly implied in dialogue or story, thereby helping us understand how movies affect audiences.

According to Christian Metz (1991:33), semiotic analysis in movies is a way to explore meanings in the movie-making process itself. According to him, movie is a visual language, and through semiotic analysis, we can understand how image composition, camera movement, and changes in visual appearance create aesthetic and narrative experiences for the audience.

According to Umberto Eco (1979:88) semiotic analysis in movies helps us understand how certain symbols can become signs that have cultural and social meaning in the context of movies. He also highlights the importance of social and cultural context in analyzing signs in movies.

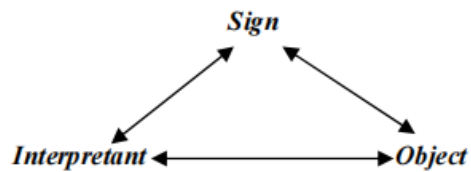
Semiotic analysis in movies is an approach used to understand how signs and symbols are used in movies to communicate certain messages to the audience.

E. Charles Peirce's Semiotics

Peirce's Semiotics is a science or method of analysis that discusses the sign system created by the American philosopher Charles Sanders Peirce who is well known in the field of logic towards humans and their reasoning. Peirce argues that in human life there are characteristics, namely the mixing of signs and the way they are used in representative activities.

A sign is something that appears, refers to something, is able to represent the relationship between the sign and the recipient of the sign which is representative and leads to interpretation. The conditions for something to be called a sign are if something can be captured, pointed at something, replaced, represented, presented and has a representative nature, which has a direct relationship with interpretive nature. According to Peirce, a sign is something that serves to represent something else by representing something it represents.

Peirce divides the sign system (semiotic) into three elements that have been contained in the triangle theory, namely the sign (sign), the reference sign (object), and the use of the sign (interpretant).



(Picture 2.1, Source: Kriyantono, 2009:266)

a. Sign

Is something in a physical form that can be caught by five human senses and is something that refers (represent) something else from outside the sign itself.

Sign reference these are called objects.

b. Sign Reference (Object)

Is the social context that becomes the reference of the sign or something the sign refers to.

c. Interpretant

Concept thinking of people using and sign refers to a certain meaning or meaning that is in one's mind about the object referred to by a sign.

F. Moral Values

Moral in terms of language comes from the Latin, *mores* ie the plural of the word *mos* which means custom. In the General Dictionary of Languages In Indonesia it is said that morality is the determination of good and evil towards deeds and behavior. Furthermore, according to the term moral is a term used to determine the boundaries

of the nature, temperament, will, opinions, or actions that can be properly said to be right, wrong, good, bad (Nata, 2010:92).

Moral or Morality means an activity orientation which impersonal. Actions for self-interest are never considered moral. But if behavior is moral in nature it is not oriented to oneself, which object deserves to be focus? “Because others cannot legitimately demand satisfaction which if directed at ourselves would be immoral, then the object of moral behavior must be something that is outside a person or outside a person a number of people from a number of other people (Durkheim, 1990:11).

Moral values in this study mean is how the audience can see and understand the good and bad human action to protect the environment. In General Dictionary Indonesian from W.J.S. Poerwadarminto, morals are teachings about good and bad deeds and deeds. Actual morals contain two different aspects, namely the inner and outer aspects of a good person is a person who has a good mental attitude and does good deeds too, the mental attitude is often called too with heart. New good inner attitude can be seen by others after being manifested in good outward deeds (Purwa Hadiwardoyo, 1994:13).

Moral can be interpreted as a means to measure right or no human action. A person can be said to be moral, if the person's behavior is in accordance with the moral values upheld highly valued by their social group, such as a call to do good to others, maintaining order and security, maintaining cleanliness and protect the rights of others. a moral human being is a human being who have attitudes, behaviors, actions, behaviors that are carried out someone at the time trying to do something based on experience, interpretation, conscience, and advice. Good value and feature

Moral human beings can be seen by their behavior such as being honest, trustworthy, fair, responsible and others, as well as social beings in relation to society, such as honesty, respect for fellow human beings, responsibility, harmony, solidarity, social solidarity and so on (Yusuf, 2006:132).

The moral message is captured through the interpretation of the movie's story. Scenes which contains material or ideas regarding the teachings of good bad deeds and behavior or noble values in the movie are moral message that the moviemaker wants to convey to the audience. This matter related to life such as attitude, behavior, principles, establishment, and etc. The delivery of this is through the appearance of the actors in the story.

To measure morale in this research, the researcher took several articles from The Universal Declaration Human Rights promulgated by the General Assembly of the United Nations on December 10, 1948 through resolution 217 A (III) because it refers to certain moral and ethical values that are shared in all regions of the world, and the Government and community groups must recognize and uphold them.

Several articles that researchers have taken from the universal declaration of human rights as a benchmark for moral values in this film are:

a. Article 3

Everyone has the right to life, liberty and safety as an individual.

b. Article 5

No one shall be tortured or cruelly treated, mistreated or punished inhumane or insulting manner.

c. Article 9

No one shall be arbitrarily arrested, detained or exiled.

d. Article 13

(1) Everyone has the right to freedom of movement and residence within the borders of every state.

(2) Everyone has the right to leave a country, including his own country, and has the right returned to his country.

e. Article 17

(1) Every person has the right to own property, either alone or jointly with other people.

(2) No one may have his property arbitrarily confiscated.

G. Moral Values in Movie

Television teaches an immature mind and teaches their way of thinking (John Vivian, 2008:225-226). Movie capable giving messages to the audience, both messages that are positive messages in the form of moral messages and other educational messages. Television and movie use more communication symbols Complete includes symbols of spoken language communication, writing, expression and movements (audio visual media) (Soehoet, 2003:15).

So a moral message can not only be conveyed by saying advice or words from other people, a movie can also convey a moral message and teach someone to think that moral messages are not only obtained from speech and speech, expressions and gestures can also contain a moral message .

H. Animation Movie

Picture Movie (Animation), picture or animation movie made from hand drawings (illustrations). These images are created one by one with attention to the continuity of motion so that when played the series of motions in the picture appear as one deep movement movie. So we can summarize the animation in a simple way animate stationary objects are projected into moving ones meant to project is to use the projection tool or application software. (Albardon: 2010:30).

Animation animation movies are movies that are not only popular by children, many adults also like animation animation movies, because of their entertaining nature, and some also present adult comedies and funny animated characters, it's not uncommon for adults to like animation animation movies and even make them Animation animation movies are favorite movies. Good for just that relieve fatigue, at least by watching animation movies Animation can lighten the mind to be fresh again.

Movie is not just a medium of entertainment, through movie we can get many things. Like television, movie is one of the mass media that is able to influence its audience, through messages from the contents of the story, style of language and characters played in the movie we can all take the messages contained in the movie, both positive messages and messages negative.

I. Previous Studies

Previously, research was carried out under the title of Value Semiotic Analysis Friendship in the Animation Movie the Angry bird, by Eva Pipit Krismasari in 2020. The film The Angry Bird is fully analyzed with semiotics which requires the

value of friendship between the three bird characters in the film. With semiotic analysis it is revealed that there are four components of friendship in the animated film *The Angry bird*, namely familiarity in interacting, confidence in friends, social acceptance in friendship and support provided by friends (Eva Pipit Krismasari, 2020).

The second previous research was semiotic analysis of moral messages in the film *Jokowi*, by Ishmatun Nisa in 2014. The objects in this study are ten scenes from Azhar's *Jokowi* film *Kinoi Lubis* in 2013. The ten scenes are studied using Charles' semiotics S. Pierce by analyzing typology of signs (icons, indexes, and symbols). Based on the analysis conducted, the researcher concludes that the film *Jokowi* contains a moral message in various aspects of life through the signs that appear both visually and verbally in each story (Ishmatun Nisa, 2014).

The third previous study was an analysis of the moral message in the *One Piece* animation movie, the *Stampede* film series, by Amirul Fahmi in 2020. The researcher discusses the problems to be researched, namely convey the moral message contained in the film. Next after knowing the object the problem is, the researcher made observations on the *One Piece* film. Then the researchers tried to do it application of analysis using semiotics Charles Sanders Pierce uses his theory, namely sign, object, interpretation. The researcher concludes that the film *One Piece* contain moral messages namely helping others and basically being human cannot live alone, because humans are social creatures (Amirul Fahmi, 2020).