

CHAPTER I

INTRODUCTION

1.1 Basic Consideration

Film is a text. Film is built with only the sign (van Zoest in Sobur, 2009: 128). We can say that film is a text which built with lots of sign. It uses the sign of iconic which is describing something. Actually every meaning which conducted in a film derives from string of signs which is arranged until to form a meaning. It is always having a connection with the creator experience and their frame of thinking to propose their thoughts whether it is in written or implied through mass media.

At present, film as the mass media has become an effective tool to expose an idea. With film we are invited to talk about world and life. Film is no longer merely as a medium of communication but also as an entertainment that has artistic value. It also offers and brings a certain moral message to be conveyed to the viewer.

The type of film that will be considered in this research is the animated film. As we know so far, many animated films aired freely in the media, especially television. These animated film are made specifically as a means of entertainment for children but now it has penetrated into all segments of the age so that children and adults liked it. For example are the animated series like One Piece, Dragon Ball, Doraemon, and Detective Conan. "Children more like comic film and cartoon film, especially with the animal as the main character" (Hurlock, 1978:340).

A film can be analyzed in several points of view. It can be analyzed from moral by using semiotic approach. It is related to what Sobur stated that film is a field of study which relevant for structural analysis or semiotics (Sobur, 2009:128). Film is a communication tool which has structure of signs in it. It is also one area in the application of semiotics in which there are signs (images, sounds, dialogue, even music in the film) and has element in forming a meaning like the signs whether in visual or verbal. Saussure (in Lodge 1981:4) defined the verbal sign, or word, as the union of a signifier (that is, a sound or written symbolization of a sound) and a signified (that is a concept) and asserted that the relationship between significant and signified is an arbitrary one.

One of animated film which is able to attract children even teens and adult interesting and get succeed place in Indonesia market is *Naruto*. *Naruto* is the most popular animated film not only in Japan as the origin country of *Naruto* but also it popular in the world, including Indonesia.

Naruto is a young ninja Konoha who has a big dream to become Hokage (the strongest of all in Konoha) and always makes disturbance, hyperactive, and ambitious to realize his dream.

Naruto film adapted from the comic which has the same title NARUTO, created by Masashi Kishimoto. The comic itself carried fiction story. This story conveys an image and definite meaning to the reader and also gives an illustration of Ninja's life in fiction. The adaptation or transformation of film from the novel or comic is familiar with *ekranisasi*. This term derived from France *écrean* which has meaning cinema screen (Wirajaya, 2006). As maintained by Saputra in

Sigodang Pos (2011) that *ekranisasi* process of literary work such as novel, short story, poetry, or another literary work into film is reactualization from the written form into audio visual. In other words, we can say that it is a process of transformation from the novel or comic into film, or from literary work 'written' into a film 'audio visual'. In the process, the adding, reducing, and the change normally occur based on creator's thought which regarded that the scene or definite character is not really important. The other factors those are happened are seen from duration of film (Suseno, 2010).

This theory is acceptable to film of Naruto *The Lost Tower* which adapted from the same title of comic NARUTO. The comic itself consists of 567 chapters which divided in part I (Naruto) 244 chapters and part II (Naruto Shippuuden) 323 chapters. Those are showed on television as serial episodes. The part I of comic Naruto has made 220 episodes and 246 episodes for part II. It is clearly that there is an adding and reducing from the comic into film.

The story of Naruto on television program has divided into two categories; 1) Naruto and Naruto Shippuuden (serial episode), 2) Naruto film. The first category is serial Naruto which absolutely has longer duration than Naruto film which on average having duration 90 minutes.

This animated film which having 90 minutes duration is not merely for entertainment, but also give an education whether it is in directly or indirectly through the characters and from the film story itself. Moreover, with the system of dialogue translation in characters film into Bahasa Indonesia, children will be easier to understand the content of film story.

Discussing the content of the story can not be separated from discussions about the message. According to Walgito (2003: 145) message is a matter that conveyed by a communicator to the communicant and expecting it can be accepted and interpreted by them. It is a set of meaningful symbol conveyed by a communicator to the communicant.

Based on Sebeok (1994:6) defined message as:

“A message is a sign or a string of signs transmitted from a sign producer, or source, to a sign receiver, or destination”.

As regards to that message can be communicated by someone through the symbols of communication. Language, gesture, clue, picture and color are the symbols which able to interpret the communicator`s opinion and the feeling to the communicant. In a film, the communicator expresses his message through a set of meaningful symbol that is relatively easily understood by communicant. Van Zoest (in Sobur 2009: 128) maintains that the main symbols used in the film which included pictures and sounds: spoken word (added the other voices in unison to accompany the images) and music. Through these symbols the communicator conveys his message to the communicant whether it is as a good or bad message.

Talking about good and bad is not loose from what is called moral which refers to someone attitude and behavior. Moral derives from the Latin *mos* which means attitude and habits. This attitude is based on the determination of right and wrong. It is also related to character, because moral is reflected by character. In literature, moral is a message conveyed or a lesson to be learned from a story or event.

“Moral is relating to the standards of good or bad behaviour, fairness, honesty, etc. which each person believes in, rather than to laws” (Cambridge Dictionary Online).

The meant of moral is something which relevant with someone`s capability to decide the right or wrong of an act or behavior. Moral also relates to morality (politeness). Salam stated that morality is a system value about how to life (Salam, 2002:3). It is belief tradition whether in religion or culture about the good and bad behavior. It gives the rule about how should we do an act as a good man, and how to take avoiding the bad action or behavior (Salam, 2002:3). So, the moral message is the message which only gives or conveys the good things, on the other hands is to decide that something is right (good) or wrong (bad) depends on how the viewer view on it.

However, that is unfortunate that not a few of those animated film which aired contain a value or moral messages that are less good because majority of those film contain violence. Gerbner stated that cartoons contain the most violence of any television programme: of the ninety-five cartoons analysed only one did not contain violence (Clarke, (2003:134). So, the messages of this film will be studied through semiotic analysis is moral message of anti social. As for researching the depiction of anti social moral message which contained in film of Naruto, will be analyzed based on units that include behavior, expression, conflict, character, and dialogue.

So that the writer took this research about “The Anti Social Value In Film Of Naruto *The Lost Tower*” as a semiotic study of moral message of anti social in this film.

1.1 Problem Statement

Based on the basic consideration, the problem statement of the research is “what is the moral message of antisocial which constructed in film of Naruto *The Lost Tower*”?

1.2 Objective of Research

The objective of this research is to find out antisocial moral messages constructed in film of Naruto *The Lost Tower*.

1.3 Scope of Research

This research limited to discover anti social moral message in film of Naruto *The Lost Tower*.

1.4 Significances of Research

1. To provide a comprehensive discussion of moral message that can be found in a film. At a literary work, film conveys moral messages to the viewer. The messages may direct or indirectly conveyed and accepted by the viewer but all in all it is useful to educate viewers.
2. This is expected to be a reference for further scientific research on literature and semiotic analysis especially in English Department.