

Chapter I

Introduction

Basic Consideration

Semiotic is study of signs. The signs can be produced and observed directly in the movie, because there is a dialogue among the characters that producing signs through the expression of the actors/actresses. In a film, we can also see the gesture which figure a meaning during a dialogue that can be produced by a sign. The meaning of these figures can interpreted as a semiotic meaning. Every movie has some meanings that can be conveyed by signs. So we can state that movie has represented some value and or meaning that can be constituent by signs.

Based on the researcher's experience many people prefer watching a movie than reading a novel because the movie is a part of interested art which can be analyzed. Hence it has dialogue and sound that supported the action or event.

On the other hand, movie can tell the reality of life or present a history which aims to entertain the society thus talking about movie, according to Art Van Zoest in Sobur (1993:103) stated that movie is very relevant to semiotic analysis. The movie has built by the sign. The sign in movie create imagination or signifier system.

Based on the opinion above a movie has some signs or symbols like an audio and an audiovisual. The signs in the movie make a plot that will complete the story of movie. The sign can make the audience to create some apperceptions about the meaning of story.

As we know, there are so many industry movies. One of interesting movie is The Mummy Returns. This movie presents a story of American adventurer. Quoted from

Wikipedia.com, The mummy returns movie has taken from The mummy returns novel by Max Allan Collins and Stephen Sommers. Directed and written by Stephen Sommers, Produced by Sean Daniel and James Jacks. The actors and actresses of that movie are Brendan Fraser, Rachel Weisz, John Hannah, Freddie Boath, Oded Fehr, Arnold Vosloo, Patricia Velasquez, Alun Armstrong, Adewale Akinnuoye-Aqibaje, Shaun Parkes and Dwayne Johnson. Distributed by Universal Pictures, Studio by Alphaville Films, Released on May 4, 2001 and running time 130 minutes.

The Mummy returns movie is an adventure movie that shows the adventure of Rick and his Family, his wife Evelyn, his Son Alex and his Brother in Law Jonathan. The setting of this movie was Egypt exactly in Hamunaputra. Below is the synopsis of the Mummy returns movie such as cited in Wikipedia: Rick O'Connell and Evelyn Carnahan are a couple of researchers experts of history civilization in Egypt from England. The conflict began when Rick and Evelyn got a bracelet gold in Oasis Ahm Sheme and brought it to London. However they did not realize the gold bracelet caused disaster to them. Unknown, Alex, their son, used gold bracelet and he could not release it. Suddenly there were some strangers coming to their house to take the gold bracelet. The strangers wanted to return Imhotep so they must get the bracelet. Whereas Alex could not release it from his hand, so that the strangers abducted him and brought him back to Oasis Ahm Sheme. Obviously, Rick and Evelyn had to go back again to Oasis Ahm Sheme to get their son back. Actually, the myth stated that the owner of gold bracelet was a scorpion king. In legend, he sold his soul to Anubis to get more power of military. So that whom was using his bracelet would be arousing scorpion king and someone who was defeating him that had a powerful to control the world.

The Mummy returns movie presented an interesting story. The movie also showed unique things, because the setting of this movie was in Egypt. Egypt is a country which is

well-known with its culture, building, and ancient history. There are many researchers of history who have done their researches to study on the Egypt history, archaeological site. Historically the Egypt is the past time that had been claimed as a part of African country which is being known by its pyramid. In Egypt, the pyramids are usually used as the ancient kings burials that are well-known with the name Firaun. After several hundred centuries ago, pyramids were often used as the objectives of robbing and burial looters due to the kings were bringing their wealthiness and any stuffs at the burials, even though they were given of protection such as maledictions to prevent it.

Beside that thing, The Mummy Returns Movie has presented interesting signs that can be observed. The researcher interested to analyze this movie because the researcher found some signs that related with semiotics analysis. An approach to cultural analysis derived from structural linguistics, involving the study of sign systems and how meaning is made within a culture. As Chandler (2014:1) said that Semiotics can be applied to anything which can be seen as signifying something. In other words, to everything which has meaning within a culture. Even within the context of the mass media you can apply semiotic analysis to any media texts (including television and radio programmes, films, cartoons, newspaper and magazine articles, posters and other ads.

In this case, the researcher use semiotic analysis to analyze the The Mummy Returns movie. The researcher focus to analyze by using Pierce's theory of semiotics. Pierce dividen semiotic analysis to three categories, they are icon, index and symbol. It will make the researcher easy to analyze the movie about The Mummy. This movie presented culture of Egypt that interesting to be investigated.

Moreover, society of ancient Egypt has known that the written system called Hieroglyph by its shaped like a sketch. Hieroglyph letters consist of a sketch and symbol

shaped like humans, animals, and things. Each symbol has its own meaning it self. There are many more ancient archaeologis remained such as temples, spinx, oblix, and other things. Certainly, all of them are represented by symbols and have a semiotic which is interesting to study. That's why in the Mummy Return movie contains about ancient Egypt in different version from the original characters.

Beside that thing, The Mummy Returns Movie has presented interesting signs that can be observed. There are signs that can be seen on the movie, the signs are familiar for many people, but they do not know what the meanings of the signs are. For example pyramid, everybody know that pyramids is in Egypt, they know the shape of pyramid but thing that become problem is they do not know why the pyramid is built and what is symbolized by pyramid. The next example is mummy. Everybody knows that mummy is a dead person that preserved. They do not know that not all dead people can be a mummy. They can be preserved their body when they have much money. (ancient.eu/article/44)

The example of signs above can be found in the Mummy Returns Movie. The researcher interested to analyze this movie because the researcher found some signs that related with semiotics analysis. The researcher will use the theory of Pierce. The researcher will use that theory to investigate the signs that appear in the movie. Theory of Pierce will give more detail explanation to the signs in the movie because the signs are divided into three categories; they are icon, index and symbol.

Based on the description above, the researcher is interested in to discuss about semiotic analysis, especially in the mummy returns movie because the researcher regarded that the mummy returns movie is an adventure story but has mix genre like action, fantasy and comedy story which have semiotic meaning from this argument, the researcher is opinion that this story is unique to analyzed because has many signs that contain some semiotic meaning

and this research will be helpful for the people to understand about the signs such as presented below. Those are the reasons of researcher choose this movie.

Problem Statements

Based on the background of the study above, research question in this study are:

- What are signs that present in The Mummy Returns Movie?
- What are the meaning of the signs that present in The Mummy Returns Movie?

Scope and delimitation of study

In this research, the researcher focuses to identify the kinds of semiotic forms such as icon, index and symbol. The researcher will classify; find the meaning and cultural meaning based on three kinds of semiotic forms above.

Objective of Study

The objective of this research will describe about how are semiotics reflected in the mummy returns movie. This study will investigate of pierce theory of semiotics.

Significances of Study

- 1) Theoretically, from this research, the researcher will know more about semiotics used pierce theory in the mummy returns movie and for the reader this research make the reader get more understanding and know the meaning of semiotics used pierce theory in the mummy returns movie.
- 2) Practically, this research show about how is the analysis of semiotics in the mummy returns movie using pierce theory, give information to the students of English

Department about the analysis of semiotic in the mummy returns movie using pierce theory and giving a reference to the teaching and learning process that related with this research.