

Chapter I

Introduction

This first chapter explains about the introduction which consists of the background of the study, the problem statements, the objective of the study, the delimitation of the study, and the significances of the study. Those are as follows:

Background of the Study

Semiotics, also often referred to as semiology is the study of signs. The theory of signs or the social construction of meaning by sign systems. Unlike formalism which is interested in what a text means, semiotic/structural analysis look into how a text comes to mean how language constructs our sense of reality and how language system functions and operates. While structuralism is more of a systematic approach to literary study, semiotics focuses on the analysis of significance in all manner of text literary and cultural. In essence, structural semiotics is interested in a full range of signifying practices from body language, fashion trends, photography, film, etc.

Semiotic theory focuses on the social and cultural meaning of signs and codes (Scholes, 1982; 1985). Signs consist of an image, a word, an object or even a certain type of practice. The meaning of signs depends on the relationships between the signifier (the image, word, object, or practice), the signified (the implied meaning), and the referent (what the image, word, object, or practice refers to) (Scholes, 1982).

Moreover, film is a media that can be used to communicate all information. All of people like watching film. Film is built with only the sign (van Zoest in Sobur,2009:128).

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

A film can be analyzed in several points of view. It can be analyzed by using semiotic approach. Film is a communication tool which has structure of sign 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:p4) defines the verbal sign, or word, as the union of signifier (that is, a sound or written symbolization of sound) and signified (that is a concept) and asserted that the relationship between significant and signified is an arbitrary one (cited in Febriyanti, 2012,p.2).

In a film, the communicator expresses his message through a set of meaningful symbol that is relatively easily understood by communicant. Language, gesture, clue, picture and color are the symbols which are able to interpret the communicator's opinion and the feeling to the communicant. Van Zoest (in Sobur 2009:128) as cited in Febriyanti (2012) 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.

One of animation film which is able to attract children even teens and adult is *Spongebob Squarepants*. *Spongebob* is one of most popular films in the world. This film is interesting and get succeed place in Indonesia market. *Spongebob Squarepants* is an American animated television series created by Marine Biologist and animator Stephen Hillenburg for Nickelodeon. The series chronicles the adventures and endeavors of the title character and his various friends in the fictional underwater city of Bikini Bottom is located in the Pacific Ocean beneath the real life coral reef Bikini Atoll.

Spongebob Squarepants is a story about an energetic and optimistic *sea sponge* who lives in a *sea pineapple* and loves his job as a fry cooker at the KrustyKrab. He has a pet snail, *Gary*, that meows like a cat. Living two houses down from *SpongeBob* is his best friend *Patrick Star*, a dimwitted yet friendly pink starfish who lives under a rock. Despite his “mental setbacks”, *Patrick* still sees himself as intelligent. Squidward is *Spongebob* next-door neighbor and he works at krustykrab too. Another close friend of *Spongebob* is *Sandy Cheeks* from Texas, *Mr. Krabs* as his boss in Krusty Krabs and *Plankton* is a small green as a *Mr. Krabs*’ rival with his Chump Bucket.

Spongebob Squarepants is a television serial program and the serial has 10 seasons which divided in season 1 till season 5 which have 20 episodes each, season 6 till season 8 which have 26 episodes each, season 9 which have 22

episodes in November 2015 and still working, and season 10 which will be coming soon in 2016.

Spongebob Squarepants film presents an interesting story and also shows unique things, because the setting of this film is underwater. This film has many symbols or signs.

Beside that thing, the researcher assumes that symbols in *Spongebob Squarepants* film has interconnected meaning between each other. The researcher uses semiotic theory to reveal the meaning of those symbols. The researcher takes semiotic as a basic of the idea, in which it will help the researcher to review the forms or signs of communication and to express the meaning in this film. The signs in this film have differences form or meaning each other, both in a textualization and visualization. It is knows, the target of this film is children and hopes all of parents over protective their child when they watching some film on the television.

Therefore the researcher decides to conduct a research about symbolism by using semiotic approach by Pierce (1931) to analyze the meaning of the symbols in this film.

Problem Statements

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

- What are the signs that presented in film “*Spongebob Squarepants*”?

- What are the meanings of those signs that presented in film “*Spongebob Squarepants*”?

Scope and delimitation of study

In this research, the researcher focus on identifying the kinds of semiotic forms such as icon, index and symbol. The researcher classifies first and then find the meaning of signs based on three kinds of semiotic form.

Objective of Study

The objective of this research is to describe about how semiotics reflected in film “*Spongebob Squarepants*”. This study investigates the film by using the theory of Pierce (1931).

Significances of Study

- 1) Theoretically, from this research, the researcher will know more about semiotics used Pierce’s theory in film “*Spongebob Squarepants*” and for the reader this research make the reader get more understanding and know the meaning of semiotics used pierce theory in film “*Spongebob Squarepants*”
- 2) This is expected to be a reference for further scientific research on semiotic analysis especially in English Department.

Organization of Research

These followings are how the research organized:

1. Chapter I – Introduction

This chapter presents the basic consideration including background of the study, problem statement, the objectives of the research, scope and limitation of the research, the significance of the research and its organization research. The keys of comprehending this research are provided in this chapter.

2. Chapter II – Theoretical Bases

To keep both research's validity and reliability, the researcher provides knowledge related to the topic. Those are taken from reliable experts around the world.

3. Chapter III – Methodology of Research

How to feed the body of this research by the data are explained here. In this session, there are research design, subject of research, technique of collecting data, analyzing data and approach of the research. Many data that needed by the researcher are collected and analyzed in this part.

Contribution of the samples gives a lot of objective views in gaining the data required.

4. Chapter IV – Findings and Discussions

It is the spirit of this research. The findings display all result of data analysis. The research questions meet the answers in this chapter. To make it clearer for the readers, the researcher conveys the discussions of the findings.

5. Chapter V – What can be taken from this research is shortly described in this chapter. This is the end of this research.