

## CHAPTER II

### LITERARY REVIEW

#### B.1 Theoretical Framework

##### B.1.1 Semiotic Theory of Film

Movie is not separated from the sign aspect in the visual display presented in each scene. It has meanings or messages for its viewers. Therefore, the application of appropriate theory which fits with the purpose and problem in this research is very important. Thus, this research uses film semiotic theory of Roland Barthes.

Semiotics is simply understood as a theory of signs or sign systems. Signs are something that have own meaning and become a communicator because signs will convey messages to people who read and see it. Barthes (1983: 35) states:

*“Through the system of meaning, signs are known in two components signifier namely (signifier) which is a material that carries meaning, refers to the concrete dimension of the sign, and signified is the abstract side of the sign. In other words (signified) is the meaning itself.”*

Besides signifier and signified, Barthes believes that one sign can interpret different meaning to someone based on the situation. Barthes emphasizes interaction between text or sign with personal experience and their culture. Barthes' idea it called as order of signification. There are two orders of signification; denotative and connotative.

Each picture that is shown in the movie is denotative, just like background, actors and actress and all drawn in the shooting. At denotative, pictures are tend to be described as the definitional, literal, obvious or common-sense meaning of a sign (Chandler, 2007). Then, Connotative is the meaning behind something that appears in scenes or pictures (the simple way is hidden meaning). In here, it can be concluded connotative level in a movie is understood as process of meaning that tries to convey by something that does not appear directly. In this case, it is called assecond-level semiotic. As stated by Barthes (1983: 89-90) :

*“a connoted system is a system whose plane of expression is itself constituted by a signifying system: the common cases of connotation will of course consist of complex systems of which language forms the first system (this is, for instance, the case with literature).”*

Based on Barthes’s statement above, connotative meaning can be interpreted as deep understanding from the previous level or first system, denotative meaning. Connotative is a form of naturalization from denotative, so viewers can receive the message or meaning in general. The important factor of connotative meaning is signifier in the first level. The signifier in the first level is constitute of connotative.

Besides denotative and connotative, Barthes also sees another aspect of signification, that is myth. The myth is not understood as usual understanding, but it understood as process of the meaning itself. According to Barthes (1991: 107):

*“Myth is not defined by the object of its message, but by the way in which it utters this message: there are formal limits to myth, there are no 'substantial' ones. Everything, then, can be a myth? Yes, I believe this, for the universe is infinitely fertile in suggestions. Every object in the world can pass from a closed, silent existence to an oral state, open to appropriation by society, for there is no law, whether natural or not, which forbids talking about things.”*

In second signification, Myth is seen as how culture explains and understands several aspects about reality or natural phenomena. As Barthes (1991, 108) states “...Mythology can only have a historical foundation, for myth is a type of speech chosen by history: it cannot possibly evolve from the 'nature' of things.” Myth is a social class product that already has a dominance. Barthes also points out (1991: 108):

*“...not only written discourse, but also photography, cinema, reporting, sport, shows, publicity, all these can serve as a support to mythical speech... We shall therefore take language, discourse, speech, etc., to mean any significant unit or synthesis, whether verbal or visual: a photograph will be a kind of speech for us in the same way as a newspaper article; even objects will become speech, if they mean something.”*

Barthesian theory emphasizes on signification system in which there are two terms within, namely expression (form, expression for signified) and contenu (content for signifier).

*“It will be remembered that any system of significations comprises a plane of expression (E) and a plane of content (C) and that the signification coincides with the relation (R) of the two planes: E R C. Let us now suppose that such a system E R C becomes in its turn a mere element of a second system, which thus is more extensive than the first: we then deal with two systems of significations which are imbricated but are out of joint with each other, or staggered. But this derivation can occur in two entirely different ways dependent upon the point of insertion of the first system into the second, and therefore it can result in two opposite sets.”(Barthes 1983: 89)*

Based on explanation above, it can be concluded that movie is a kind of representation of pictures in codes. So, film semiotic theory is very applicable to apply in this research. Therefore, this research is not only explaining how movies deliver their meanings and how to understand the meaning by using codes in their pictures.

### **B.1.2 Cinematography**

The researcher uses Cinematography to help this research analyze HKEGB movie and the issues based on problem statement. The explanation of Cinematography, is described in the next sub-chapter. There are some important elements of cinematography that can catch a message or meaning in the movie such as motion picture, lighting, distance of shoot (the distance where camera takes the object) and anything that is recorded or appear in the screen. According to Videomaker.com “theory and practice; the techniques uses for that which is shown to people for the purpose of entertainment. For it is only in examining the fine details of what is involved in creating an entertainment-based moving picture that we can come close to a true cinematography definition”. So, cinematography is kind of study that discusses the image capture technique and combines the image so that it becomes a series of images to convey ideas.

Based on Heiderich (2012) there are nine types of shots in cinematography:

1. Extreme Long Shot: To take very long, wide and wide-dimensional images, taken from a very large area to describe the atmosphere and environment of the scene, the subject appears to be very small on the frame.
2. Long Shot: To follow a wide area or when a scene goes quickly. This shot shows where the scene is taken. It is also show how the position of the subject has a relationship with another
3. Medium Long Shot: almost same with long shot technique, but through this technique camera takes the object only seen from head until knee.
4. Medium Shot: through this technique camera takes a scene half a body of the subject.
5. Close up Shot: Displaying subject in the picture closer, for example from the shoulders to the top of the head. In this technique the ability of characters to play their mimic can be seen clearly. Thus it provides clear information about the emotions that happen to the characters
6. Extreme Close Up: Shooting technique that looks very detailed like the nose of the character or the lip or the heel tip of the shoe.
7. Dutch Angel: camera captures a scene or image at a tilt angle. Usually this technique is used to give the impression of emotional instability from the character.

8. Bird's Eye Shot: Similar to the extreme long shot, the difference is the camera taking pictures vertically.

Besides from the techniques to capture picture that have been mentioned above, in cinematography there are also; lighting, framing, camera angle, and camera movement. According to Klarer (2004: 60) "Lighting is indirectly connected to film stock for certain light condition have to be fulfilled according to the sensitivity of the film". What it means by lighting is a movie can indicated characteristic of some characters. Framing is part of framing overall movie elements to be a scene. According to Klarer (2004: 61):

*"Part of spatial dimension is also the framing, whose elements are summarized under the French term mise en scene. Mise en scene in literally means "to place on stage" and refers to arrangement of all visual element in a theater production. In film it is used as an umbrella term for the various element that constitute the frame, including camera distance, camera angles, lense, lighting, as well as the positioning of persons and object in relation to each other."(Klarer 2004: 61)*

Camera angle is the part where camera shoots a picture by an angle depending on the aim of the camera shot. There are three types of camera angle which are high angle, straight on angle, and low angle shot based on the camera's position. When camera takes picture or character to make it look taller, position of camera is low and aimed high. It means camera in low angle shot.

The part that linked to camera angle is camera movement. Camera movement is a movement of camera during a scene.

The application of cinematography in this research is to catch sequence of scenes that have been taken and analyzed using film semiotic. So, this research can deliver clearly about the scenes that show the discrimination.

### **B.1.3 Discrimination**

According to Zuberi and Silva (2008: 6-7) "The basic social processes are invoked by the terms race, racism, and discrimination". Certainly, they have different meaning where the first is Race. Race is Human categorization. According to Diffen.com "The term race refers to the concept of dividing people into populations or groups on the basis of various sets of physical characteristics (which usually result from genetic ancestry)". The second basic social process is racism. A lot of people have misunderstood about the definition of racism and discrimination. At glance, both of them have the same meaning. However, if they are observed it will have different meanings. Racism is a mindset that discriminates people based on some aspects or called racist, while discrimination is an action that discriminate people because someone think they are divergent.

Inter Group (2007: 23) makes six point of understanding about racism and there are:

1. Social behavior and the socio-political ideas and institutions that support it, including a series of different and complex mechanisms learned from childhood onward.

2. This behavior consists of classifying people in groups, that is, of using a belief about a group to refer to individuals, based on real or imaginary differences; what is important is that these differences are believable and believed.
3. These differences are associated with behaviors (also real or imaginary) of the people in the group and they are generalized to all the members of the group.
4. The objective of the classification is to justify a hierarchy among the groups, making it seem that some are better than others.
5. This hierarchy is what makes us accept the privileges of the people in one group over people in another group, in terms of social goods: power, prestige, and money.
6. This hierarchy also has the power to make the blame for disadvantages fall on the victim, because it makes everyone believe the explanation that some people are worth more than others and therefore deserve more and better, simply because they are classified in one group and not in another.

The form of racism that have been explained above are conveyed by discrimination. Discrimination in simple definition is an action of discrimination in some organization, race, ethnic or group of people because they think that their groups or race are better or higher than others. In addition, based on Inter Group (2007: 149):

*“Discrimination involves different treatment for people or groups, normally negative or unfair treatment. Discriminatory behavior tends to be based on preconceived, stereotyped ideas that we have of different groups; based on the membership a person is assumed to have in a certain group, we treat him or her in one way or another and we offer greater or lesser chances of access to or development of social goods and rights. Continued discrimination ends up generating inequality on the social level”.*

Three types of discrimination in HKEGB, there are:

1. Race discrimination

it is discrimination which is based on racist mindset that assumed or believed in the superiority of one race over the other races. So, the race in a superior sense of entitlement will exercise power up of the race which is considered low. Flower (2009: 225) states “Racism can be defined as a conscious belief in the superiority of one race over other another.”

2. Ethnicity discrimination

it is a discrimination which distinguishes individual or groups depend on ethnicity and culture where the other ethnic are usually the minorities. As Flower (2009: 226) states:

*“As with cultural racism, which holds that certain cultures are superior to others, discrimination based on ethnicity and culture regards some cultures, usually minorities, as inherently inferior or undesirable.”*

3. Religion discrimination

This is a discrimination against religion differences or belief. As happened in other religious views against Islam (Moeslim) this discrimination sees religion that bring forth as the terrorists.

The explanation of the different types of discrimination helps researchers to classify the discriminations that occur in HKEGB. So the researcher can provide clear information on how the discrimination occurs through film semiotic and cinematographic based on discrimination understanding and any kind of discrimination.

## **B.2 Review of Related Researches**

*Representasi Perlawanan Rasisme dalam Film the Help (Analisa Semiotika Roland Barthes)* by Arni (2014). The result of this research is explaining how the representation of White folks (people that have skin color) discriminate black people that has a status as maid. This research reviews sign in the movie involving three level signs of Roland Barthes semiotic theory; denotative, conotative and myth. The theory is used to research scenes that show opposition to racism.

*Rasisme dalam Film Fitna (Analisis Semiotika Rasisme Di Dalam Film Fitna)* by Widianingrum (2012) analyzes racism value through symbols that are used in Film Fitna. This research uses Charles Sanders Peirce semiotic using the theory similar to the present research the result of this research is about racism and discrimination against Muslim in America society. The research focuses on index, icon and symbol based on Charles Sanders Peirce semiotic theory. From this research, it can help the researcher to analyze deeper about American society perception to Muslim or Islamic religion in America

*Analysis The Semiotic of Racial Discrimination in Mandela: Long Walk To Freedom Movie* by Nailufar (2014). A result from this study is an overview of how discrimination still happens, certainly the discrimination against white people to black people. In analyzing a racial discrimination in this research, the writer uses semiotic theory based on Roland Barthes theory. In this theory, the analysis is done by some steps, which are including the analysis of the signifier, signified, denotative, and connotative and myth analysis. From this thesis, the application of semiotic of literature in analyzing literary work can be understood and it is very helpful and gives much information about semiotic and discrimination value.

*Racism Resistance Representation in 12 years a Slave* by Widjaja (2016). This thesis describes about how is the depiction of minorities oppressed by the white people which dominates the region. This research uses Roland Barthes's semiotic theory by using denotative and connotative level, so that it can help to implement the theory of film semiotic which is used in this research.

*Manifestation of Racism in Blood Diamond Movie* by Saputra (2014). The result of this research shows the indication of the superiority of the whites, where black people have always faced problem of discrimination. This thesis is using Christian Metz film semiotic theory by applying denotative meaning and connotative meaning in some scenes that contains racisms. Through this research, the researcher can get the information about the definition of discrimination deeply.

*Makna Pesan Sosial dalam Film Freedom of Writers (Analisa Semiotika)* by Putra (2014). This research analyzes meaning of social message by using Roland Barthes' theory. He puts a scene by scene that have social message. Through this research, the researcher can get an example for applying Roland Barthes' theory.

*Pesan Moral dalam Film to Kill a Mocking bird (Analisis Semiotika Pada Film to Kill a Mockingbird)* by Renyoet (2014). A result of this research caught morality message in *To Kill A Mockingbird* movie by using Roland Barthes' theory. Through the theory, this research focuses on connotative and myth for a deeper analysis. Although the title of this research does not insult discrimination although there are some discrimination issues inside. This research helps the researcher to implement the theory of film semiotic which is used in this research.