
**REPRESENTAMEN OF MORALITIES ON LANGUAGE AND
VISUAL SIGNS IN INCREDIBLES 2 FILM****Assyafa Puteri Diyanto,* Yuyun Nurulaen, Dadan Rusmana**English Literature, Faculty of Adab and Humanities, UIN Sunan Gunung Djati
Bandung, Indonesia

*Corresponding author: assyafaptr5@gmail.com

ABSTRACT

Film stands out as a compelling contemporary mass medium that has witnessed substantial growth. This progress has given rise to numerous film genres, intended to captivate audiences across generations, including the realm of animated cinema. Often, films convey messages depicting the dichotomy between good and bad characters in everyday life, typically portraying the vulnerable and kind-hearted individuals facing oppression from self-centered antagonists. However, in fictional works like "Incredibles 2," superheroes emerge as guardians, shielding society from menacing forces. This research aimed to provide a comprehensive elucidation of the interpretive process through the utilization of the triadic model. Furthermore, it endeavors to discern the facets of morality manifested through both linguistic and visual symbols within the semiotic framework of the movie "Incredibles 2." This was about semiotics which refers to Charles Sanders Peirce's theory. This study used qualitative method as research design. Data in the study were signs appeared in the film. The findings section showed six kinds of sign that the writer founded in the *Incredibles 2* film which are sinsign, qualisign, legisign, icon, indexes, and symbol that exists moralities signs. The findings on sign can divided into two parts, Language and Visual sign. Language sign can be utteranced by the speaker on the film from Mr. Incredible and a little boy. Visual sign could be shown by icon and symbol on the things in every capture.

Keywords: semiotic, Pierce, moralities, Incredibles 2**INTRODUCTION**

Film stands as one of the most captivating and contemporary forms of entertainment media that continues to thrive in today's world. This evolution has led to the emergence of various film genres, catering to audiences of all ages, with animated films being a prominent example. As Lamotte (2022)

highlights, animated films, often referred to as cartoons, involve slight shifts in object positions captured through stop-motion photography. When these images are played at a standard pace, they create the illusion of movement. While animated films are often associated with children, they are not distinct from other genres in that creators utilize films as a medium to express ideas and viewpoints. As a mass media platform, films carry the function of conveying messages to the public (Lamotte, 2022). Kubrak (2020) emphasizes the substantial impact of film's development, capable of conveying both positive and negative messages to viewers. The influence of film extends to altering human perspectives in daily life. Through the powerful combination of audio and visuals, films possess the ability to evoke emotions and create an illusionary portrayal of real-life scenarios (Spence, 2020). Within films, valuable moral lessons can often be discerned through the messages they convey.

Frequently, films convey a message that juxtaposes both virtuous and malevolent characters within the context of everyday life. It's common to witness scenarios where individuals who exhibit vulnerability and kindness are oppressed by self-centered antagonists. Conversely, in fictional works like "Incredibles 2," the analysis reveals the presence of a superhero, exemplifying the role of a protector against formidable adversaries. This compassionate and selfless demeanor embodies what is commonly referred to as morality. Decety (2021) underscores that morality consistently revolves around the ethical aspects of human nature, encompassing both benevolence and malevolence. Virtuous individuals are recognized for their innate goodness and adherence to societal moral standards that collectively establish a cohesive social fabric (Ellemers et al., 2019). Semiotics, the study of signs, serves as a lens through which moral values can be inferred and understood within films.

Semiotics delves into the analysis of signs within society. This concept entails that everything existing in our world, as it pertains to our lives, can be perceived as a sign. When we ascribe meaning to these elements, they can be categorized as signs. However, the attributed meaning is not subjective but rather social, derived from a shared consensus. As expounded by Saussure (in Bignell, 2002) and Kachur (2021), individuals' comprehension and perception of reality are constructed through the utilization of words and various other signs. These signs are ingrained in a cultural context, and the association between words and their meanings is perceived as customary within that culture. In the context of the film "Incredibles 2," the interplay of signs, objects, and interpretants becomes evident, showcasing the application of semiotics in discerning meaning.

This research had a relation with semiotics by Charles Sanders Peirce's theory. Theory of Peirce's focuses on the function of signs in general, as in Anggraeni *et al.* (2021) Peirce defined signs into three which are a sign, an object, and an interpretant. He calls it the process of semiosis, and in this research the writer used Peirce's theory because this theory can help solve the problem of research that is to find out the representament and the object of moralities aspect on language and visual signs contained in a film that the writer took. There are many people which use this object of semiotics for their

research. Therefore, this research would provide an ideal description to discover the process of interpreting uses triadic model and to find the aspect of moralities presented on language and visual signs in the *Incredibles 2* film on semiotics approach.

LITERATURE REVIEW

Peirce's perspective on semiotics revolves around the exploration of how individuals bestow significance upon various elements within our world and establish connections with others. As outlined by Nurfatwa *et al.* (2018), Peirce's definition of a sign is "something which can stand to somebody for something in some respect and capacity." This encompasses words, sounds, images, clothing, or any entity that can serve as cues within the communication process. Peirce's theory aligns with communication semiotics, where symbols bear meaning and convey messages.

Peirce also suggests that the meaning of a sign is carried out in stages. There is a stage of firstness, which is when the sign is recognized at an early stage in principle only. Existence as it is without pointing to anything else, the existence of potential possibilities is the stage of firstness. Then the 'secondness' stage when the sign is interpreted individually, and then the 'thirdness' when the sign is interpreted permanently as a convention. The concept of three stages is important to understand that in a culture the level of understanding of signs is not the same for all members of that culture Barnham (2019).

In the process of interpreting a sign or "semiosis" there are three elements that he called as the "triadic model"; Representamen, Object, and Interpretant. Subsequently, the sign stipulates the interpretant to focus on the features that have connection between sign and interpretant, in order to comprehend the object of the sign. Every side of semiosis (Sign/representamen, object, and interpretant) has its own classification. "Representamen" with the own "representamen" can be divided into "qualisign", "sinsign", and "legisign". As for the relationship between the "representamen" and the "object", object has three classifications too which are; icon, index, and symbol. The last is relationship between representamen and the interpretant namely; rheme, dicent, and argument.

METHOD

This study uses qualitative method as research design. According to Lincoln and Guba in Taylor *et al.* (2016, p. 9) qualitative research has been described as naturalistic. It means, this method is concerned with how people think and act in their daily life. A Qualitative research is one of the procedure human problem solvers by describing the object of research based on the facts. In this research, the writer uses a qualitative method because this study focuses on the object and it can help the writer to analyze the data in context. Besides it, this method also focuses to find out the representamen and object in the data and explain it to be results or the meaning implied in the objects that the writer observed can be understood by the reader.

Source data in the study was *Incredibles 2* (2018). It was chosen because there are signs which are interesting to be analysed. Data in the study

were collected through several steps. The first step was watching the movie. The second step was implementing the theory to the film due to search the icon, index and symbol as the data.

FINDINGS AND DISCUSSIONS

Represent of Moralities on Language and Visual Signs in *Incredibles 2* (2018)

As the writer explained before, moral comes from the awareness of life which is centered on the mind. Because of that the development of moral thought to moral behavior and emotions are important to note, such as emotions that are closely related to morality which will be sought in the *Incredibles 2* film are positive things such as sympathy, empathy, and respect each other. The morality is generated from the visual and language in the dialogue of the film. The object of Peirce’s theory is used to describe the moralities exist on the visual and language signs that founded. The data will be presented as follows.

Datum 1

Representamen in datum 1 will be presented below.

Language Sign

Qualisign : The sounds listened too spirit

Visual Sign

Sinsign : Dark shows something terrifying



Figure 1. The Incredibles are in the middle of a city riot

Table 1. Picture 1 description

Description	
Scene	In minute 0.02.05
Context of Situation	The Incredibles going to catch the underminer who is trying to destroy the city.
Dialogue	Tony : “They like super heroes”
Kind of Signs	Language Sign 1. Icon : The costume of superheroes Visual Sign 2. Indexes : Cloudless sky with smoke 3. Symbols: The colour of Red and Black

Based on its representamen, there are several kinds of signs which are found (Figure 1 & Table 1). The first is qualisign, because the dialogue shows the quality of the sign in the words “they look like a superhero!” it shows stuttering with a spirited tone of voice. The second is sinsign, because the actual event in this scene is Tony was telling to the Rick Dicker that he saw a superhero did their job when riots broke out in the city it can be seen through the visual.

Subsequently, based on its object the icon is the costume of superheroes. The icon tells the fact upon the object where every superhero on movie have their special costume on the duty as its look, in order to tell the identity of superheroes, cover their true identity as human beings, and some kits of endurance or supporting from the uniform for doing the superhero action. As stated by Wegener, there is no doubt that super heroes’ outfits carried specific rules in term of symbolism and design which is contained in it. As it is also revealed the characterization which shows their identity and also hides their civilian status (Groppel-Wegener, 2018, p. 2). Thus, the moralities that exist upon the icon is doing good does not need to be mentioned who does, it shows like let the best be it. Then, the index in this scene is the cloudless sky with smoke and the chaotic urban atmosphere suggests that the city is not fine. Thus, there have been sightings of crowds of people wearing the same uniform tights and wearing masks to cover their faces, which superheroes commonly use as costumes to hide their identity and support their forces. It can be seen in the picture of datum 1 that the smothered state of the city, the onsite traffic, and the presence of superheroes suggest the city is not fine.

Datum 2

Representamen in datum 2 will be presented below.

Language Sign

Qualisign : Mr. Incredible make a joke

Legisign : Greetings to the Underminer

Visual Sign

Sinsign : Mr. Incredible actually met with the Underminer to catch him



Figure 2. The Underminer escaped from Mr. incredible

Based on its representamen there are several kinds of signs which are found (Figure 2 and Table 2). The first is sinsign, because the actual event of this scene is Mr. Incredible actually met with the Underminer to catch him in order to make the Underminer not repeat the same mistake as at the previous meeting it can be seen in the visual. Then, the second is legisign because in the dialogue there is a greetings sentence.

Subsequently, based on its object the icon is the pose of two characters on the scene it can be seen in the visual where the Mr. Incredible behind the character Underminer are utterly showing the good guy and the bad guy on the film. Shortly Underminer did the action of robing and Mr. Incredible tried to stop. Then, there is also a symbol which is the word “we meet again huh?” in an indirect way it is a greeting to honor someone that people know.

Table 2. Picture 2 description

Description	
Scene	In minute 0.04.14
Context of Situation	Mr. incredible found the Underminer who was trying to bring gigantic mining out of his hiding place
Dialogue	Mr Incredible : “Underminer, we meet again huh?”
Kind of Signs	Language Sign 1. Symbol : The word “we meet again huh?” in an indirect way it is a greeting to honor someone that people know Visual Sign 2. Icon : The bad and good guy pose

Based on its interpretant, in this scene exists some message that the writer founded. A message in the film is important because the message reaches communication, the series of representmen itself make up the language must be translated back into a message and it can be interpreted by the communicant. In this part, there is a representamen of moralities that appears in the dialogue. The meaning of a word does not depend solely on its reference, or on other aspects of its meaning which are considered to be the characteristics of the word that are separate from other words in the language concerned. Then, here is another representamen based on nonverbal message. Nonverbal message are types of messages whose delivery does not use words directly but can be understood by the recipient based on the gestures, behavior, or facial expressions (Djawad, 2016).

Datum 3

Representamen in datum 3 will be presented below.

Language Sign

Qualisign : The sounds is louder

Legisign : Warning to stay back

Visual Sign

Sinsign : The kids can save the citizen

In this scene the writer founded the moralities signs based on its language from the dialogue and visual (Figure 3 and Table 3). Firstly, the writer will explain the moralities on the visual sign. Based on its representamen, the writer found sinsign because the picture illustrated the actual event when the battles are fought. How the kids can save the citizen, it can be seen in his expression and the people around him. Then, based on its object the writer found icon which is Dash panicked expression and his position. The icon tells the fact upon the object which by standing in the forefront of everyone else and telling people to back off, Dash shows himself as a superhero who is obligated to protect those around him.



Figure 3. A little boy in the middle of the crowd in a tense situation

Table 3. Figure 3 description

Description	
Scene	In minute 0.05.19
Context of Situation	Dash, the son of Mr. incredible tries to protect people from falling cars caused by Underminer
Dialogue	Dash : “Stay back!”
Kind of Signs	Language Sign <ol style="list-style-type: none"> 1. Indexes : the command sentence “Stay back!” means, that situation is not conducive Visual Sign <ol style="list-style-type: none"> 2. Icon : Dash panicked expression and his position that standing in the forefront of everyone else 3. Symbols: The colour of Red and Black

Secondly, the writer will explain the moralities on the language sign. Based on its representamen, in the dialogue when Dash said “Stay Back!” the writer found qualisign which are the sounds is loud and the legisign that is warning to stay back. Indication from the loud of voice and warning is the exclamation point on the dialogue. Then, based on its object the writer found indexes that is the command sentence “Stay back!” means, that situation is not conducive. In this case, Dash reflects the attitude of a moral child. These moralities itself can grow because of a habit situation. Habit is a moral factor. People who have a good character act sincerely, loyally, courageously, proudly, and fairly without mush temptation by things. They even often unconsciously define “the right choice”. They do the right thing because of the habit. For this reason, as part of moral education, children need a lot of opportunities to build good habits, and a lot of training to be good people. That means they must to have a lot of experience helping others, being honest, and being polite. Thus, this good habit will always be ready to serve them in difficult situation (Hudi, 2017, p. 9). As in this scene, the interpretation that arise from its language and visual signs are ages not a spoil of weariness, but from the habits of the person himself. In Peirce theory, interpretation arises from people’s mind. According to Abowitz in Adisusilo (2014, p. 98) stated that moralities perception is usually defined as helping people to determine what factors are in a morally significant situation, and how people can action from what we see. The perception helps us understand the moral values that are relevant in a situation.

CONCLUSIONS

The representamen in several scenes of Incredibles 2 film can be analyzed through a semiotics approach using the triadic concept by Charles Sanders Peirce. The writer focused to find out the representamen and object of moralities on the language and visual signs. The findings section showed six kinds of sign that the writer founded in the Incredibles 2 film which are sinsign, qualisign, legisign, icon, indexes, and symbol that exists moralities signs. The findings on sign can divided into two parts, Language and Visual sign. Language sign can be uttered by the speaker on the film from Mr. Incredible and a little boy. Visual sign can be showed by Icon and Symbol on the things in every capture.

REFERENCES

- Adisusilo, S. (2014). *Pembelajaran nilai karakter konstruksi dan vct sebagai inovasi pendekatan pembelajaran afektif*. Jakarta: PT Raja Grafindo Persada.
- Anggraeni, Y., Soemantri, Y. S., & Indrayani, L. M. (2021). Representation of the Indonesia government in handling covid-19 case on tempo magazine cover. *e-Journal of Linguistics*, 15(1), 7–15.
- Barnham, C. (2019). Qualitative semiotics: Can we research consumer meaning-making? *International Journal of Market Research*, 61(5), 478–491.

- Bignell, J. (2002). *Media Semiotics an Introduction: Second Edition*. New York: Palgrave.
- Decety, J. (2021). Why empathy is not a reliable source of information in moral decision making. *Current Directions in Psychological Science*, 30(5), 425–430.
- Djawad, A. A. (2016). Pesan, tanda, dan makna dalam studi komunikasi. *STILISTIKA: Jurnal Bahasa, Sastra, Dan Pengajarannya*, 1(1), 95–101.
- Ellemers, N., van der Toorn, J., Paunov, Y., & van Leeuwen, T. (2019). The psychology of morality: a review and analysis of empirical studies published from 1940 through 2017. *Personality and Social Psychology Review*, 23(4), 332–366.
- Groppel-Wegener, A. (2018). Raiding the superhero wardrobe: a review of the superhero costume - identity and disguise in fact and fiction. *The Comics Grid: Journal of Comics Scholarship*, 8(1), 1-8.
- Hudi, I. (2017). Pengaruh pengetahuan moral terhadap perilaku moral pada siswa smp negeri kota pekan baru berdasarkan pendidikan orangtua. *Jurnal Moral Kemasyarakatan*, 2(1), 30-44.
- Kachur, I. (2021). The correlation between language and reality. *Philological Review*, 1(17), 45–51.
- Kubrak, T. (2020). Impact of films: changes in young people's attitudes after watching a movie. *Behav Sci (Basel)*, 10(5), 1-13.
- Lamotte, C. (2022). Discovering animation manuals: their place and role in the history of animation. *Animation*, 17(1), 127–143.
- Nurfatwa, I., Alivah, M. N., & Fauziah, U. N. E. (2018). Semiotics analysis logo of stkip siliwangi and ikip siliwangi. *Project*, 1(5), 532–538.
- Spence, C. (2020). Senses of place: architectural design for the multisensory mind. *Cognitive Research: Principles and Implications*, 5(1), 1–26.
- Taylor, S. J., Bogdan, R., & DeVault, M. (2016). *Introduction to Qualitative Research Methods: A Guidebook and Resource* (4th ed.). Hoboken, NJ: John Wiley & Sons Inc.