**The Representamen of Moralities On Language And Visual Signs In**

***Incredibles 2* Film**

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**Abstract**

Film is one of the most attractive modern mass media that has been growing today. Because of this development, there have been many film genres whose purpose is for all ages to enjoy them, one of them is the animated film. A message in the film oftentimes shows good and bad characters in daily life, usually someone who is weak and soft-hearted will be oppressed by bad people who are only selfish themselves. Whereas in the fiction film such as *Incredibles 2* that writer analyzed appears a superheroes that will protect everyone from terrible monsters. This research will provide an ideal description to know 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. This research is about semiotics which refers to Charles Sanders Peirce’s theory. This study use qualitative method as research design. 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 a moralities signs.

**Keywords:** Semiotic, Pierce, Moralities, *Incridibles 2*.

# **INTRODUCTION**

Film is one of the most attractive modern mass media that has been growing today. Because of this development, there have been many film genres whose purpose is for all ages to enjoy them, one of them is the animated film. According to Hayward (2000, p. 11) animation film or also known as cartoons, and the object has very slightly shifted positions so that when the stop-motion photos are run at standard speed the object seems to move. Although the animated film is identical for the children, this genre it is not different from the other genres because film creators generally make the film as a media to share their ideas and opinions because film as mass media has a function to showing message for public. According to Malaki (2004, p. 116) the development and impact of film is very powerful, and it can be used to delivering a positive or negative messages for the viewer. In Rumondor (2004) film can change a human mindset in their daily life. Film also can move a human soul through audio visual with create an illusion and image in that film to illustrate the real life.

A message in the film oftentimes shows good and bad characters in daily life, usually someone who is weak and soft-hearted will be oppressed by bad people who are only selfish themselves. Whereas in the fiction film such as Incredibles 2 that writer analyzed appears a superheroes that will protect everyone from terrible monsters. This caring and selfless attitude is what people called as morality. According to Suseno (1987, p. 14) that moralities always refer to the good and bad of human beings. It can be conclude that people was virtuous can be seen in terms of his goodness as a human being and some moral rules that are societies must have in common, because those rules are necessary for society to exist (Rachels, 1941, p. 26).

Semiotics is the study of signs in society. This means that every in this world that is presenting our life is seen as a sign, and they can be classified into signs if we give them a meaning, but the meaning not for personal but social which is based on agreement. According to Saussure in Bignell (2002) that people perception and understanding of reality is constructed by the words, and other signs which people use and people think that words and the meaning of it, is normal in their culture. According to Chandler (2007, pp. 14-15) that Saussure’s defines a sign as being composed from signifier and signified. That means the sign is the results from relation between signifier and signified, and the relationship between both of them is called signification.

This research is about semiotics which refers to Charles Sanders Peirce’s theory. Theory of Peirce’s focuses on the function of signs in general, as in Golden (1994, p. 204) Peirce defined a signs into three which are a sign, an object, and an interpretant. He called it the process of semiosis, and in this research the writer used Peirce’s theory because this theory can help to 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 will provide an ideal description to know 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**

According to Peirce, semiotics is studies about how people can give a meaning to all of the things in this world and connecting them to someone else. In Sobur (2009, p. 41) Peirce defines sign as “something which can stands to somebody for something in some respect and capacity” it means that words, sounds, picture, shirt, or anything that can provide clues as a communication process. Peirce’s theory identically with a communication semiotics or every symbols that has a meaning.

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 (Sartini, 2007, pp. 4-6).

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 stipulate the interpretant to focuses 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 use qualitative method as research design. According to Lincoln and Guba in Taylor (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 a results or the meaning implied in the objects that the writer observed can be understood by the reader.

# **FINDING AND DISCUSSION**

## **The Represent of Moralities On Language And Visual Signs In Incredibles 2 Film**

As the writer explained before, morals 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



Picture 1 The Incredibles are in the middle of a city riot

|  |  |
| --- | --- |
| **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   1. Indexes : Cloudless sky with smoke |

**Table 1 Picture 1 description**

**Analysis:**

Based on its representamen, there are several kinds of signs which are found. 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 superheroes on movie have theirs 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 show their identity and also hide their civilian’s status (Groppel-Wegener, 2018, p. 2). Thus, the moralities exist upon the icon is doing good does not need to be mentioned who does, it shown like let the goodness be it. Then, the index in this scene is 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 suggests the city is not fine.

**Datum 2**

Representamen in datum 2 will be presented below:

Language Sign

* Qualisign : Mr. Incredible make a jokes
* Legisign : Greetings to the Underminer

Visual Sign

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



Picture 2 The Underminer escaped from Mr. incredible

|  |  |
| --- | --- |
| **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   1. Icon : The bad and good guy pose |

**Table 2 Picture 2 description**

**Analysis:**

Based on its representamen there are several kinds of signs which are found. 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.

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 A. A., 2016, p. 3).

**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



Picture 6 A little boy in the middle of the crowd in a tense situation

|  |  |
| --- | --- |
| **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   1. Indexes : the command sentence “Stay back!” means, that situation is not conducive   Visual Sign   1. Icon : Dash panicked expression and his position that standing in the forefront of everyone else |

Table 3 Picture 3 description

**Analysis:**

In this scene the writer founded the moralities signs based on its language from the dialogue and visual. 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.

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. This 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.

# **CONCLUSION**

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 a moralities signs.

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