



**The Analysis of an *IT* Film Using Charles Sanders Peirce's  
Semiotic Theory**

Presented as a partial fulfillment of the requirement  
for the Undergraduate Program

MICHELLE VALENA JOESOEF

20160600029

**ENGLISH DEPARTEMENT**

**FACULTY OF SOCIAL SCIENCES AND HUMANITIES**

**BUDDHI DHARMA UNIVERSITY**

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## FINAL PROJECT APPROVAL

Final Project Titles : The Analysis of an *IT* Film Using Charles Sanders  
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Name : Michelle Valena Joesoef  
Student Number : 20160600029  
Faculty : Social Sciences and Humanities  
Department : English Literature

The Final Project Proposal has been approved.

Tangerang, March 9<sup>th</sup>, 2020

Approved by,  
Supervisor

Acknowledged by,  
Head of Department

**Adrallisman, S.S., M.Hum**

**NIDN: 0427117501**

**Riris Mutiara P.S., S. Pd., M.Hum**

**NIDN: 0427068703**



**RECOMMENDATION FOR THE  
ELIGIBILITY OF THE FINAL  
PROJECT EXAMINATION**

The Undersigned,

Name : Adrallisman, S.S., M.Hum

Position : Supervisor

Certifies that

Name : Michelle Valena Joesoef

Student Number : 20160600029

Faculty : Social Sciences and Humanities

Department : English Literature

Title of the Final Project : **The Analysis of an *IT* Film Using Charles  
Sanders Peirce's Semiotic Theory**

is eligible to take the final project examination.

Tangerang, July 8<sup>th</sup>, 2020

Approved by,

Acknowledged by,

Supervisor

Head of Department

**Adrallisman, S.S., M.Hum**

**NIDN: 0427117501**

**Riris Mutiara P.S. S. Pd., M.Hum**

**NIDN: 0427068703**



## THE BOARD OF EXAMINERS

Name : Michelle Valena Joesoef  
Student Number : 20160600029  
Faculty : Social Sciences and Humanities  
Department : English Literature  
Title of The Final Project : The Analysis of an *IT* Film Using Charles Sanders Peirce's Semiotic Theory

This thesis has been examined by the board of examiners on August 03<sup>rd</sup>, 2020

Name of Examiners

1. Chair : Hot Saut Halomoan, S.Pd., M.Hum

NIDN: 0320046101

2. Examiner I : Lilie Suratminto, Dr., MA.

NIDN: 8875430017

3. Examiner II : Riris Mutiara P.S, S.Pd., M.Hum

NIDN: 0427068703

Acknowledged by,

Dr. Lilie Suratminto, M.A.  
NIDN: 8875430017

## STATEMENT OF AUTHENTICITY

I honestly declare that this final project is my own writing, and it is true that i do not take any scholarly ideas or work from others. Those all cited works are quoted in accordance with the ethical code on academic writing.

Tangerang, July 8<sup>th</sup>, 2020



Michelle Valena Joesoef

20160600029

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The writer realizes this final project is far from perfect. The writer would like to apologize if there are mistakes words in this study. The writer accepts the critical input for the betterment of this study and hopes this study is useful for readers.

Tangerang, July 8<sup>th</sup>, 2020

The Writer



Michelle Valena Joesoef

20160600029



## ABSTRACT

The title of this study is “The Analysis of an *IT* Film Using Charles Sanders Peirce’s Semiotic Theory” which is aimed to explore the kind of signs that represented including icons, indexes, and symbols found in the film. This research also analyzed the forms relationship of signs in the *IT* film with representament, object, and interpretant. This research is used descriptive qualitative method. The data for this study were collected from the *IT* film used note taking as its her main research instrument. The writer purposively selected a number of signs including seven icons, fifteen indexes, and five symbols. The results of the analysis revealed that icons, indexes, and symbols could indeed be interpreted using Peirce’s semiotic theory, especially the relationship between their representament, object, and interpretant. *The blood on water* and *missing girls shoes*, for example, the icon of the blood and murdered mystery; *dark basement* is an index of the appearance of *blazing eye*; and *the water culvert* are a symbol of the scary and mysterious place.

**Keywords:** *Semiotics, Peirce’s Theory, Descriptive Qualitative, Film*

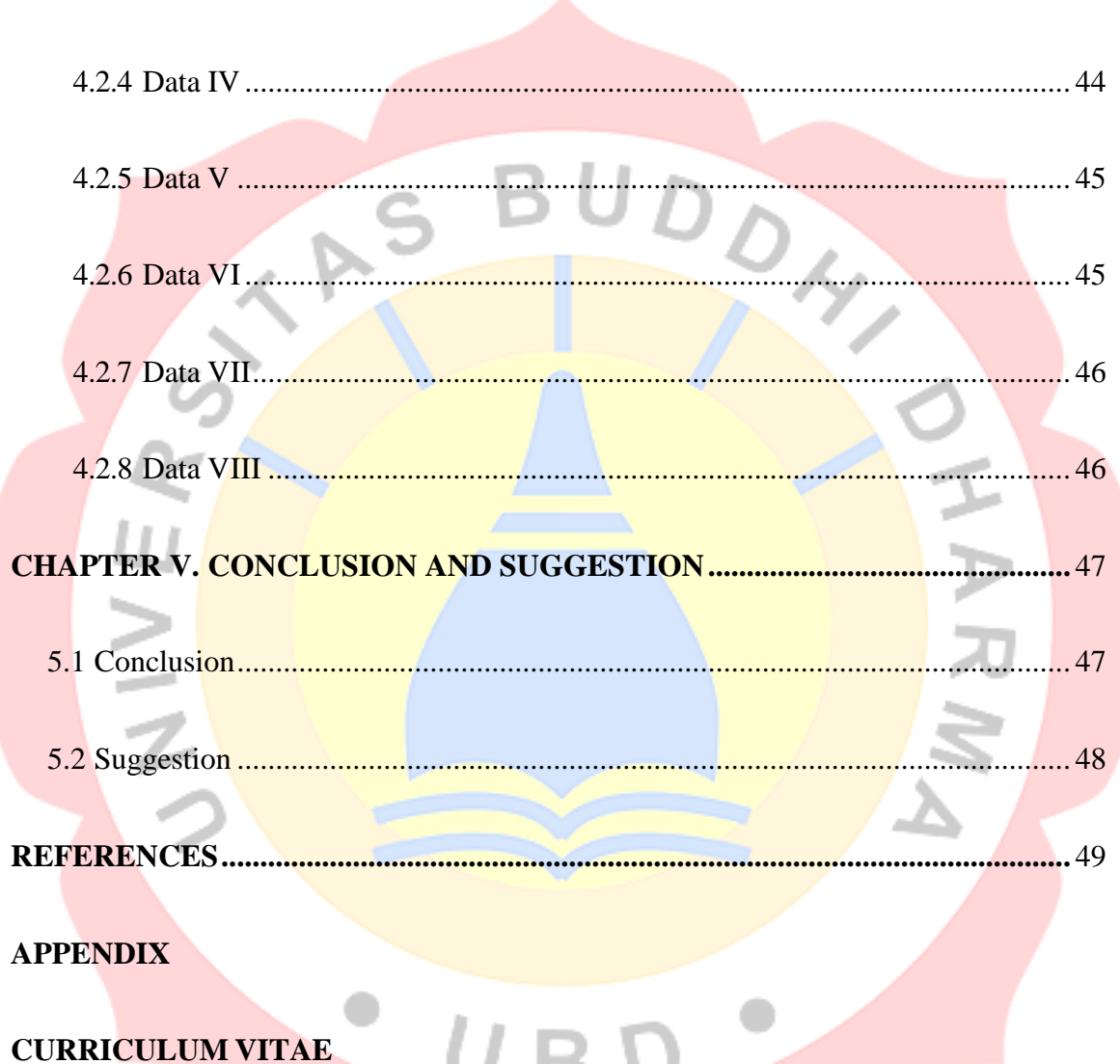


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# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Study

In this modern era, the film has been growing to be an interesting industry for the people who want to express their creative thought and skill. Most of the film creators consider that film could be media to share their ideas and opinions. Like drama, the film communicates visually and verbally, through action and gesture, and verbally through dialogue. Boggs and Dennis W. Petrie's says in their book "The Art of Watching Film" (2002: 2), film is unique art production and has a strong influence toward its viewer because it combines paint, technology, music, literature and drama, and becomes interesting to be watched. Additionally, Dennis (1985: 2) says a film can be visual images (perhaps in color), words that are spoken and occasionally written (as in signs or a letter shown in a close up), background music, actors in costumes, and setting, and other means by which the medium of cinema conveys emotions and ideas to an audience.

Film could become a medium to express the feeling, some of the cineastes make a film that they have an interest in it (Wikipedia). Film and movie are two terms that often mean the same but used in distinctive ways. When used interchangeably, they both refer to a motion picture, a series of pictures projected onto a screen in such a way that viewers see an illusion of motion. A film is a motion picture and is an older term for it. Aside from it is technical definition, a motion picture is a medium used to express stories, ideas and even feelings. For a

movie is a motion picture and the word itself is an American slang and shortened form of the phrase “moving pictures”, Jean Brown (2020: 6). Furthermore, many films represent the real life, and the story in the film may be representing the real story from any people in the world. If seen for a moment, some scenes in the film are not ordinary scenes made with a blend of sound, movement, background or anything, but when people deeply analyze it, a film has a strong character in conveying information and meaning through the scene. Of course, all of the picture, sound, gesture, and anything performed and shown in the film definitely contain meaning. Every movies made by the film industries it should have a sign. Everything in this world is a sign, although there are some things that have no intrinsic meaning, they can be classified into signs if the people invest the with meaning.

Chandler (2007: 2) defines semiotics, as signs which take the forms of words, images, sounds, gestures, and objects. According to Eco (1986: 7), semiotics is concerned with everything that can be taken as a sign. So, it can conclude that anything can be a sign as long as someone interprets it as “signifying”, something-referring to or standing for something other than itself. It means, every existing thing in our life is looked as a sign, that is something that it should give them meaning. Semiotics has strong influence in communication, especially visual communication. Because in interaction, human may makes some sign and give them some descriptions then the sign has meaning. From the sign, people can understand what others mean.

Hoed (2011: 3) says that semiotics is the study of signs or the science that studies about the signs in human beings. In order to get the meaning expressed in

the film, analyzing and understanding the signs in the film are not easy as the people predict, but it can use a semiotic approach. Sobur in Gumono (2017: 79) state that semiotics is a science or method to analyze signs. According to Eco (1986: 7), semiotics is concerned with everything that can be taken as a sign. Actually, there are two popular models of semiotics: the dyadic model by the Swiss linguist Ferdinand de Saussure and the triadic model by the American philosopher Peirce.

Chandler (2007: 14-15) says that the Saussure's dyadic model of signs defines a sign as being composed of a "signifier" (significant) and a "signified" (signifié). Within the Saussurean model, the sign is the whole that results from the association of the signifier with the signified and the relationship between the signifier and the signified is called signification. If Saussure has the dyadic model, Charles Sanders Peirce's model is called the triadic model. According to Eco (1986: 7), the triadic model of semiotics consists of:

1. The representament: the form which the sign takes (not necessarily material, though usually interpreted as such) – called by some theorists the "sign vehicle".
2. An interpretant: not an interpreter but rather the sense made of the sign.
3. An object: something beyond the sign to which it refers (a referent).

From the explanation above about the two dominant models of semiotics, the writer is interested in analyzing a film entitled "*IT*" directed by Andy Muschietti and based on horror novel by Stephen King. The writer prefer with this

film because it had some interested icons, indexes, and symbols. *IT* is a film that talks about a clown named Pennywise who terrorized seven children only to face their own personal demons in the process. Seven children had the group of kids known as the Losers Club. This group would like to find facts about the younger brother of one of the members and tried to stop the terror from the Pennywise.

The film is full of horror with terror and blood on the scenes. The writer is really interested in horror films and then choose an *IT* film to analyze. The writer uses Charles Sanders Peirce's theory, to analyze the symbols that exist in the film, and also to get the clear meaning of every symbols in this film because Oey Hong Lee in Sobur (2009: 126) says that film is one of the media to communicate and the writer has a personal interest to watch this film, and sometimes the writer finds something that could be a new question in mind like why the main character of the film wears a red balloon when he wants to kill someone and always cry when the children approach him at that time.

The writer also thinks that semiotics is a unique study because as Barthes explained (1986: 9) that images, gesture, musical sound, or anything can be a sign, whatever their substance because semiotics aims to take in any system of signs. Therefore everything in this world is looked as a sign, the writer aims to know the sign deeply, especially when she communicates with other people or looking a picture or video that have no intrinsic meaning. Finally, the writer conduct a research with entitled "The Analysis of an *IT* Film Using Charles Sanders Peirce's Semiotic Theory".



## **1.2 Statement of the Problem**

In this study, the writer interested to *IT* film. Remember has many message; signs used, such as *a clown, balloon, paper boat, and water culvert*. About *clown* and *balloon*, basically these signs are liked by children and attract the attention of children. In this world, almost all children love clowns, especially when clowns give balloons. The writer interested to analyze kind of signs and focuses on analyzing the relationship of signs (Peirce) in an *IT* film with triadic model.

## **1.3 Research Question**

By referring to the statement of the problems, the writer would like to propose the research questions are formulated as follows:

1. What kind of signs are represented in an *IT*?
2. How relationship of signs in an *IT* on triadic model?

## **1.4 Goal and Function**

Generally, the goal of this study is to analyze kind of signs in *IT* film with semiotic approach especially semiotic from Peirce to describe icons, indexes, and symbols in *IT* film and also to knowing the relationship of signs represented in an *IT* film on triadic model. The details of goals and functions are as follows:

### **1.4.1 The Goal of Study**

- a. To identify and analyze icons, indexes, and symbols in *IT* film.
- b. To describe the relationship of signs in *IT* film on triadic model.

#### **1.4.2 The Function of the Study**

- a. This research is useful as a contribution to provide the information about the semiotics approach, improve our knowledge and understanding of semiotics.
- b. To give contribution theoretically and practically for other writers and also other researchers in the English and Literature Department.
- c. Give more reference for the development of semiotics theory especially semiotic from Peirce's.

#### **1.5 Scope and Limitation**

The scope an icon is meant as a direct imitation of the object or concept, an index is a sign that shows evidence of the concept or object being represented, and symbols are at the opposite end from icons. An icon, index can also become a symbol over time through repetition. This study is limited to the analysis the meaning of signs with semiotic approach that exist in some scenes in an *IT* film directed by Andy Muschietti as the data which is the duration of this film is two hours and 26 minutes. Furthermore, the writer uses the theory of signs proposed by Charles Sanders Peirce about icons, indexes, and symbols.

## 1.6 Conceptual Framework

The concept will explain briefly and way until result the discussion.

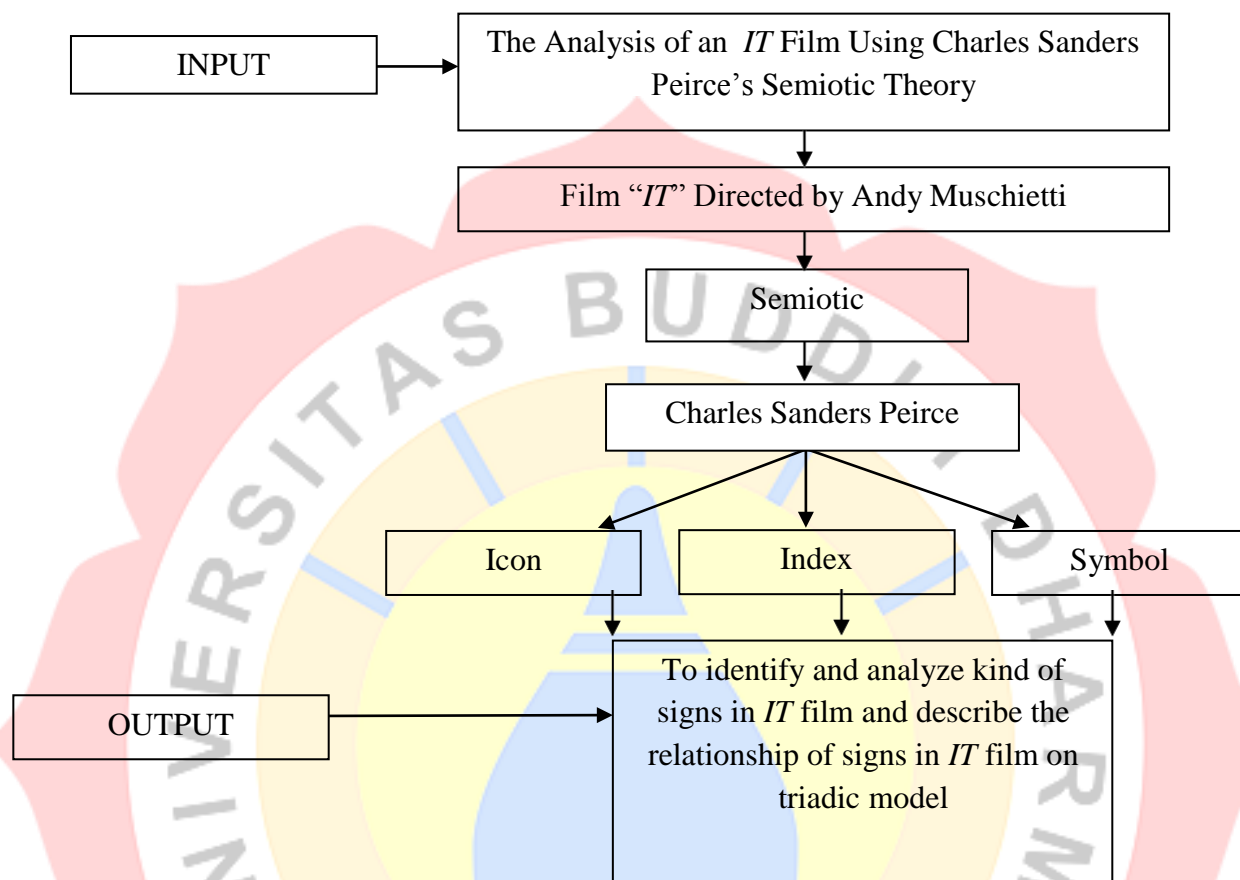


Figure 1.1 Conceptual Framework

For conceptual framework. The writer finds the film, which is entitled "IT", second the writer begins conducting the research about sign in the chosen film, and the writer collects all the meaning icons, indexes, and symbols of the film is IT. After getting all the meaning, the writer would like analyzing relationship kind of signs in the film on triadic model. And finally, the writer find. meanings the signs in a film based on Peirce's theory.

## CHAPTER II

### THEORETICAL BACKGROUND

#### 2.1 Review of Previous Study

The writer read some studies related to this study and made it as a references. The sources from internet. The writer found studies related to this topic area as follows:

- a. Semiotic Analysis of Valak and Lorraine in The Conjuring 2 film by Yulia Sofiani Zaimar (2017) the student of English Education, Faculty of Language and Art, University of Indraprasta PGRI. She analyzed characters in the film the main character, Lorraine Warren (Vera Farmiga) makes no comparison to what one would think is a female capable of eluding an immortal murderer. And she also analyzed the soundtrack and audio in this film. For the writer the soundtrack and audio are very typical of a horror. She collected this research was taken from a poster advertisement entitled “The Conjuring”. It was published by the film, on <http://filmpostercollectors.com> which is published in March 2016. This research uses qualitative method. According to Baron and Kenny (1986: 1174). Horror films can also use semiotics by the way it uses its characters in the film and how the narrative can tell you about those characters. Using Semiotic, it is not the way to analyze a film, by seeing scene by scene. Semiotic as a qualitative method of research was successfully transferred to media studies by researchers who needed more approaches to explain media phenomena. Barthes works to show new semiotics doctrine

that allowed analyzing the sign systems to prove how even nonverbal communication is open to interpretations through connotative meanings. The aim of this research is to describe and to explain how semiotic as a method borrowed from linguistics is highly used in media of analytical qualitative studies especially from Roland Barthes perspective, his approach studied semiotics with a new spirit within media messages or images that appear purposefully to the receiver. This research concerned with the presence of material bodies in the performing sign and code of binary opposition. This research of signs, codes and conventions in film is called **semiotics**. Semiotic analysis is a way to explain how an audience makes meaning from codes. This research describes an innovative film studies assignment in which readers can explore still horrorism and Hollywood cinema.

b. Semiotic Analysis on Movie Posters of Harry Potter and The Deathly Hallows by Annisa Dhania (2013) the student of English, Faculty of Language and Art, University Brawijaya. The writer chooses the movie poster of Harry Potter and the Deathly Hallows the object to be analyzed using semiotic study. This sequel is divided into two parts. There are two posters that were analyzed in this study. Each element used in a movie poster carries its own meaning. Therefore, the aim of this study is to find out the interpretation of the semiotic signs used on the movie posters of Harry Potter and the Deathly Hallows. This study uses qualitative approach in term of document or content analysis because it focuses on identifying the signs found in movie poster of Harry Potter and the Deathly Hallows. This study applied the theory of connotative meaning proposed by Chandler (2002). This

study reveals that the function of the sign in each movie poster is to illustrate and guide the audience about the story of the film. The connotation is made based on the relation of the movie poster and the story along the movies. The date of the release of the film stands out, it is very important for advertisement purposes that the audience can know when they will be able to see the film. The writer suggests the next researchers can cover the limitations of this study by taking further research. The next researcher can also apply semiotic study in other visual communication media, for example art photography, banner, and printed commercial.

The similarity from two studies above is to analyze the semiotic approach. The similarity from the first studies and the second studies is same using qualitative method. The differences of this research from the previous findings above were related to the object of the research and the theory used by them.

## **2.2 Theoretical of Semiotic**

The writer found some theories but the writer only focuses with one theory:

### **2.2.1 Semiotic**

Semiotic originate from the Greek semion, which mean sign. Semiotics is a general study about the signs as an essential part of cultural life and communication. According to semiotics, we can know culture and reality by means of the sign, through the process of signification. Semiotic is in principle the discipline studying everything which can be used in order to lie. Umberto Eco,



write in his book *A Theory of Semiotic*, said: “Semiotic is concerned with everything that can be taken as a sign. A sign is everything which can be taken as significantly substituting for something else. This something else does not necessary substituting for something else. This something else does not necessary have to exist or to actually be somewhere at the moment in which a sign stand in for it.

As the theory of interpretation in the cultural life, semiotic has two fundamental founders, between Ferdinand de Saussure and Charles Sander Peirce. These two founders put the fundamental aspect in semiotic through ontological and epistemological. Between these two founders of semiotic, each of them develops the different type and characteristic of semiotic. Saussure as the founder of the modern linguists build the semiotic based on the language as the system of the sign. And Peirce build the theory of semiotic based on the pragmatic and logic philosophy. Generally, most of the expert of the semiotic differs between the semiotic of signification based on the Saussure, and semiotic of communication which based on Peirce logical and pragmatic philosophy. Actually, in these two differences has a same interaction each other, even in the system of the language sign and in the communication as the language context. From several definitions above, the writer conclude that semiotic is a study about signs. Semiotic is a science or method to analyze signs. Then, all of the things in this world are signs, and although there are some things that have no intrinsic meaning.



## 2.2.2 Charles Sanders Peirce Theory

Charles Sanders Peirce (1839-1914), whose surname is pronounced “purse”, was a son of Benjamin Peirce, a Harvard professor of mathematics and astronomy and, at the time, America’s foremost mathematician, Sobur (2009: 39) and Vera (2014: 16). A sign is defined by Peirce in Sobur (2009, 2016: 41) as "something which stands to somebody for something in some respect or capacity".

Studies of signs become a serious field in linguistics and literature. Charles Sanders Peirce offers a triadic model. Golden and Gerber (1994: 204) said that central to the process of semiosis is the triadic relationship involving the sign, the interpretant, and the object. Although Peirce published his work more than 10.000 pages but he never published the book that related with his study. Therefore, to explain about Peirce’s semiotic theory the writer has taken the references from secondary sources that deal with the theory from Peirce’s works.

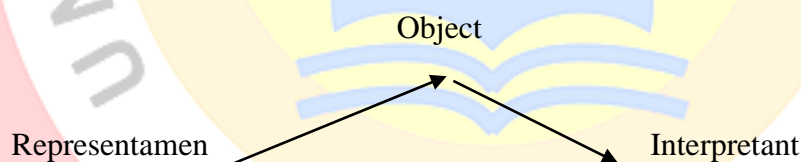


Figure 2.1 Map Sign Peirce

A Sign, or Representamen, is the First element which stands in such a genuine triadic relation to the Second element, called its Object, as to be capable of determining the Third element, called its Interpretant, to assume the same triadic relation to its Object in which it stands itself to the same Object. A number of authors further elaborate Peirce’s ideas in his triadic model of semiotic.

According to Sobur (2009:41), based on its representamen, Peirce divides signs into three, called Qualisign, Sinsign, and Legisign.

1. A Qualisign is a quality which is in the sign. It cannot actually act as a sign until it is embodied such as the loud voice and the sweet voice. 2. A Sinsign is an actual event with a sign, for example, a girl who screams means that she is probably in a dangerous situation or getting hurt. 3. A Legisign is a law that is in a sign. This law is usually established by men and it has been agreed, such as traffic lights. According to Peirce in Vera (2014: 24-26), based on its object, a sign may be termed an icon, an index, or a symbol. 1. An icon is a sign which refers to the object that it denotes merely by virtue of characters of its own, and which it possesses, just the same, whether any such Object actually exists or not. For example, a picture of president Soekarno means the picture is an icon of president Soekarno. 2. An index is a sign which refers to the Object that it denotes by virtue of being really affected by that Object. For example, smoke is an index of fire. 3. A symbol is a sign which refers to the object that it denotes by virtue of a law, usually an association of general ideas, which operates to cause the Symbol to be interpreted as referring to that Object. Such as traffic lights and national flags. According Sobur (2009: 42), based on its interpretant, signs consist of a rheme, a dicent, and an argument. 1. A rheme is a sign which is understood to represent its object in its characters merely such as a red-eye indicates that the person is crying or drunk or sleepy. 2. A dicent is a sign to describe the fact of interpretant. For example, the dangerous road in a city has a sign that the road is dangerous because there are many accidents on that road. 3. An argument is a logical reasoning of interpretant or sign of law. One example is that if a person is

standing in a room without lighting, he will say this room is dark because of its lack of light.

## **2.3 The theory of Icon, Index, and Symbol**

### **2.3.1 Icon**

Clear your head of what you know about icons for a moment. The icons we use in digital interfaces are all signs and not specifically icons as defined by semiotic. Icons as discussed here are one possible type of form a sign might take. An icon is meant as a direct imitation of the object or concept. Icons bear a physical resemblance to what's being represented. A photograph is an example of an icon signifier. Take a picture of a tree and the resulting image will look like that tree.

With icons there's a real connection between the signifier and the signified. Magritte's painting of a pipe, which I talked about last week, may not be an actual pipe, but it certainly looks like one and anyone viewing the painting will understand that what they see represents a pipe.

When user interfaces were first being created, most of the signs were imitations of real objects. Think documents, folders, and printers. This is possibly why we refer to all signs in user interfaces as icons, but the original signifiers used were icons in that they resembled what they represented.

### 2.3.2 Index

An index describes the connection between signifier and signified. With an index, the signifier can not exist without the presence of the signified. For example smoke is an index of fire. Dark clouds are an index of rain. A footprint is an index of a foot. In each case the presence of the former implies the latter exists. An index is a sign that shows evidence of the concept or object being represented. An index doesn't resemble the object or concept being represented. Instead it resembles something that implies the object or concept. I'm sure you're familiar with WYSIWYG (What You See Is What You Get) editors. Controls for things like aligning text to the left or using a paint bucket image to paint color are examples of index signs as they use imagery to represent the result of using the tool.

One thing to be careful with indexes is to make sure that the correlation between the signifier and signified is understood by whoever sees the sign. I think it's safe to assume that people know smoke indicates fire, but I doubt most people would know that a thrown baseball that appears to have a red dot on it is an indication that the pitcher threw a slider. However, a major league hitter or a baseball fanatic like myself understands the rotation of the pitch combined with the red stitching on the ball leads to the batter seeing the dot. It's a reminder that the interpretant is an important part of a sign. Two people seeing a baseball with a red dot could come away with two different interpretations of what's being communicated. Another point to keep in mind is that the correlation between signifier and signified in an index can be known innately or learned. A smile is an index of being happy and it's something I'd say we all know innately. On the

other hand a red stop light is an index for stop, but it's something that we all needed to learn.

### 2.3.3 Symbol

Symbols are at the opposite end from icons. The connection between signifier and signified in symbols is completely arbitrary and must be culturally learned. The letters of an alphabet are a good example of symbols. The shape of each letter and the sound it represents bear no physical connection to each other. There's no logical connection between a symbol and what it represents. The connection must be learned and it usually becomes associated with the concept it represents over time. Again language and numbers are symbols. Traffic lights are symbols. Flags are symbols. What's being communicated, must be learned.

Conventions and standards help make the connection between symbols and what they represent. An example might one day be the hamburger icon. There's nothing about three lines that automatically suggests menu, but if designers consistently use the hamburger icon, the connection will eventually be learned.

An icon or index can also become a symbol over time through repetition. For example the floppy disk is still used to represent saving a digital file, even though no one uses floppy disks anymore and I'm sure plenty of people have probably never even seen one.

## 2.4 Film

According to Joseph V Maschelli in Anggriani (2016: 178), structurally film is formed from many shots, scenes, and sequences. On the other hand, Vera (2014: 16 91) said that film in Greece is also known as cinema, cinema is an abbreviation of cinematograph (camera brand from Lumiere). In English, the word film is also known as movies (from the word move) meaning motion pictures. Josseph M. Boggs and Dennis W. Petrie's said in their book "The Art of Watching Film" (2000: 2), the film is a unique art production and has a strong influence toward its viewer because it combines paint, technology, music, literature and drama, and becomes interesting to be watched. According to Oey Hong Lee in Sobur (2009: 126), the film was also the second media of communication in the last of 19th century. It means that from the beginning of the history of film, film is easier to be a media of communication than newspaper in the middle of 18th century until the early 19th century. As the media of communication, film is divided into some types and genres.

According to Trianton in Salya Karimai and Maylanny Christin (2015: 3) films or movies can be classified into two categories, story film or fiction and nonstory or non-fiction film. Vera Nawiroh (2014: 95) explained that fiction film is a film based on a fiction story, and fiction film is divided into two kinds, long story and short story films. On the other hand, non-fiction story like a documentary film, shows us about the documentation of an event like nature, human and animals. There are several genres of film including drama, action, horror, comedy, animation, science-fiction and cartoon. Burns Amy Capwell (2009: 6) gave the definition about these genres as follows:



1. Drama film is a film that focuses on the plot and script, and it allows the viewers to feel sympathy or empathy through the character in the film.
2. Action film is a film that contains the concepts of right and wrong, good “guys” and bad “guys,” physical action, fights, chases, and explosions.
3. Horror film is a film that is generally made to the youth market who attend them to see their peers terrified.
4. Comedy film is a film which presents humor in team interactions.
5. Animation film is a film that consists of some pictures or frames with different positions and one of the most famous animation films is Disney.
6. Science fiction is a genre of film that generally focuses on society’s anxiety about technology and its growth and potential for destruction with the possibility of no future. In addition, Saputra (2015: 77) adds cartoon film as a genre that is generally made for children.

In this research, the writer is interested to analyze an action film entitled *IT*. *IT* film is categorized as a thriller and horror film because of the explanation above that says full of terror, mystery, tense atmosphere, and scary figure. The writer has a personal interest in watching and analyzing action films.



## 2.5 Synopsis of an IT Film

The film that the writer chooses to analyze is a story film which is a horror film entitled "*IT*".

In October 1988, Bill Denbrough crafts a paper sailboat for Georgie, his six-year-old brother. Georgie sails the boat along the rainy streets of small town Derry, Maine, only to have it fall down a storm drain. As he attempts to retrieve it, Georgie sees a clown in the drain, who introduces himself as "Pennywise the Dancing Clown". Pennywise entices Georgie to come closer, then bites his arm off and drags him into the sewer. The following summer, Bill and his friends Richie Tozier, Eddie Kaspbrak, and Stan Uris run afoul of older bully Henry Bowers and his gang. Bill, still haunted by Georgie's disappearance, calculates that his brother's body may have washed up in a marshy wasteland called the Barrens. He recruits his friends to investigate, believing Georgie may still be alive. Ben Hanscom, one of Bill's new classmates, learns that the town has been plagued by unexplained tragedies and child disappearances for centuries. Targeted by Bowers' gang, Ben flees into the Barrens and meets Bill's group. They find the sneaker of a missing girl named Betty Ripsom, while a member of the Bowers Gang, Patrick Hockstetter, is killed by Pennywise while searching the sewers for Ben.

Beverly Marsh, a girl bullied over rumors of promiscuity, also joins the group; both Bill and Ben develop feelings for her. Later, the group befriends orphan Mike Hanlon after defending him from Bowers. Each member of the group has encountered terrifying manifestations of the same menacing clown who

attacked Georgie: a headless undead boy, a sink that spews blood only children can see, a diseased and rotting leper, a disturbing painting come to life, Mike's parents burning alive, and a frightening phantom of Georgie. Now calling themselves "The Losers Club", they realize they are all being stalked by the same entity, which they refer to as "IT". They determine that It assumes the appearance of what they fear most, awakening every 27 years to feed on the children of Derry before returning to hibernation, and moves about by using the sewer lines, which all lead to an old stone well hidden under an abandoned house. After another attack by Pennywise, the group ventures to the house to confront It, only to be separated and terrorized. As Pennywise gloats to Bill about Georgie, the Losers regroup and Beverly impales Pennywise through the head, forcing the clown to retreat. The group flees the house and begins to splinter, with only Bill and Beverly resolute in fighting it.

Weeks later, after Beverly confronts and incapacitates her sexually abusive father, she is abducted by Pennywise. The Losers Club reassembles and travels back to the abandoned house to rescue her. Bowers, who has murdered his abusive father after being driven insane by it, attacks the group; Mike fights back and pushes Bowers down the well to his apparent death. The Losers descend into the sewers and find underground lair, which contains a mountain of decayed circus props and children's belongings, around which the bodies of its child victims float in mid-air. Beverly, now catatonic after being exposed to bright lights inside its gaping mouth, is restored to consciousness when Ben kisses her. Bill encounters Georgie, but recognizes that he is it in disguise. As Pennywise, It takes Bill hostage, offering to spare the others and go into hibernation if they let it feed

on Bill. The Losers reject this, battling with it while overcoming their various fears. It is eventually defeated and retreats deeper into the sewers, with Bill declaring that it will starve during its hibernation. Finding the remnants of Georgie's raincoat, Bill finally comes to terms with his brother's death and is comforted by his friends.

As summer ends, Beverly informs the group of a vision she had while catatonic, where she saw them fighting it again as adults. The Losers swear a blood oath that they will return to Derry as adults if it returns. After the others make their goodbyes and disperse, Beverly and Bill discuss her leaving the next day to live with her aunt in Portland. Before she leaves, Bill reveals his feelings and they kiss.

## CHAPTER III

### RESEARCH METHODOLOGY

#### 3.1 Research Approach

Research method is a very important factor in conducting research. Kerlinger in Prabhat and Meenu (2015: 18) says that the research method, here, means the arrangement of conditions for collecting and analyzing data. The data in this research were collected from the “*IT*” film. Actually, there are two types of research methods; they are qualitative and quantitative methods. In this research, the writer uses a qualitative research method. Hancock (2009:1) states that qualitative research is concerned with developing explanations of social phenomena. Quantitative method, on the other hand, is a method that uses statistic techniques to analyze the data (Suandi, 2008: 7).

Therefore, the writer uses the descriptive qualitative method because it can help the writer collect and analyze the data for this study deeply. Besides, this method is used to describe and interpret the results and explain about the signs expressed in *IT* film. According to Sugiyono (2014:14), a qualitative research method or interpretative method is a method which is concerned with the interpretation of data collected in the field. Therefore for this study, this qualitative method aims to analyze and interpret the data about social phenomena that were collected from *IT* film with reference to Peirce’s theory of semiotic as it is theoretical framework.

The writer also uses sampling technique which is purposive sampling, which means the samples that the writer took depends on some reasons. Some of the data that the writer took in film has chosen because some consideration, like the context of situation in a scene, the hidden meaning on some sign in a scene and also the writer who want to know some meaning of the signs in film.

### **3.2 Data Type**

Kothari said there are two types of data, they are primary data and secondary data. Primary data which are collected for the first time, and happen to be original in character. Usually the data collected by observation been collected by someone else and already been passed through the statistical process. Since the data that writer used the based on content, which have been proceed by someone, so in the writer used secondary data for this study.

This research focused on the analysis of the signs that exist in *IT* film in several scenes. As people should know that data types are they used in doing some research. There are three signs according to Peirce's semiotic theory, including icons, indexes, and symbols that quotes by some experts. The writer know two major kinds, qualitative data and quantitative data. For qualitative data is defined as the data that approximates and characterizes. Qualitative data can be observed and recorded. This data type is non-numerical in nature.

This type of data is collected through methods of observations, one-to-one interview, conducting focus groups and similar methods. Qualitative data in

statistics is also known as categorical data. Data that can be arranged categorically based on the attributes and properties of a thing or a phenomenon. And quantitative data is defined as the value of data in the form of counts or numbers where each data-set has a unique numerical value associated with it. This data is any quantifiable information that can be used for mathematical calculations and statistical analysis, such that real-life decisions can be made based on these mathematical derivations. Quantitative data is used to answer questions such as “How many?”, “How often?”, “How much?”. This data can be verified and can also be conveniently evaluated using mathematical techniques.

For example, there are quantities corresponding to various parameters, for instance, “How much did that laptop cost?” is a question which will collect quantitative data. There are values associated with most measuring parameters such as pounds or kilograms for weight, dollars for cost etc. Quantitative data makes measuring various parameters controllable due to the ease of mathematical derivations they come with. Quantitative data is usually collected for statistical analysis using surveys, polls or questionnaires sent across to a specific section of a population. The retrieved results can be established across a population.

The writer used qualitative data collection through films, journals, books, and the internet. The writer also had a discussion with her friend who took art and film school.



### **3.3 Data Source**

The main data for this study were collected from *IT* film. The writer also collected secondary data from other resources such as books, journals, and internet. The writer watched this film on [www.netflix.com](http://www.netflix.com) and also the writer watched on September 21<sup>st</sup> 2019. Duration this film is two hours and 26 minutes.

### **3.4 Data Collection Method**

The writer used qualitative method and the data in this research were taken from the film of "*IT*" focusing on the scenes that contain icons, indexes, or symbols that were collected in some steps below: first, at the beginning, the writer watched the film carefully and repeatedly to find out the signs in it. Second, after that, the writer filled the note taking sheet and the video viewing log to mark the signs that exist in *IT* film. Third, the writer also did some documentation by capturing relevant scenes in the film

### **3.5 Data Analysis**

In analyzing the data, the writer divided into several steps. First step is the writer browsing synopsis of an *IT* film. Next step, the writer watched the film and taking notes to found icon, index, and symbol in an *IT* film. The writer analyzed and interpreted the data to find out the ideas and the problems that represent signs according to Charles Sanders Peirce's theory. The writer also explored their



contextual elements including the dialogues and their context of situation where the signs are expressed.

To support this research, the writer uses source from e-books, internet, journals, and other media. So it can assist the writer in completing this study. Finally, the writer can make conclusion of the study from the research.

