



Analisis Semiotika Roland Barthes dalam film Korea *Baseball Girl*

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ABSTRACT

Gender is a cultural concept that refers to the characteristics that distinguish men and women biologically, behaviorally, mentally, and socio-culturally. Gender issues often arise such as differences in treatment of certain individuals on something based on gender differences. This study aims to determine the signs that indicate gender issues in the Korean film Baseball Girl by using Roland Barthes' Semiotics Theory related to denotative meaning, connotative meaning, and myth. The subject of this research is a film from South Korea entitled "Baseball Girl". This study uses a qualitative approach with the type of interpretive research which is a detail of a phenomenon under study. The results of the analysis produced by the researchers show that there is an act of discriminating treatment of women in the field of sports in the form of dialogue experienced by the main character in the Baseball Girl film. This study shows that the meaning of denotation, gender is a factor in which a woman gets different treatment in the field of sports. Connotative meaning, women are considered as physically weak creatures compared to men. And myths, there are stereotypes in society that always identify physical activity with men and view sports based on gender.

Keywords : *Gender issue, Roland Barthes Semiotics, Baseball Girl Movie*

ABSTRAK

Gender merupakan suatu konsep kultural yang merujuk pada karakteristik yang membedakan antara laki-laki dan perempuan secara biologis, perilaku, mentalitas, dan sosial budaya. Isu gender seringkali muncul seperti adanya perbedaan perlakuan terhadap individu tertentu yang didasari oleh perbedaan jenis kelamin. Penelitian ini bertujuan untuk mengetahui tanda-tanda yang menunjukkan isu gender dalam film Korea Baseball Girl dengan menggunakan Teori Semiotika Roland Barthes terterkait makna denotasi, makna konotasi, dan mitos. Subjek dalam penelitian ini adalah film asal Korea Selatan yang berjudul "Baseball Girl". Penelitian ini menggunakan pendekatan kualitatif dengan tipe penelitian interpretatif yang merupakan rinci dari suatu fenomena yang diteliti. Hasil analisis yang dihasilkan oleh peneliti menunjukkan adanya tindakan membeda-bedakan perlakuan terhadap perempuan dalam bidang olahraga berupa dialog yang dialami pemeran utama dalam film Baseball Girl. Penelitian ini menunjukkan bahwa makna denotasi, gender merupakan sebuah faktor seorang perempuan mendapatkan perlakuan yang berbeda dalam bidang olahraga, Makna konotasi, perempuan dianggap sebagai makhluk yang lemah secara fisik dibandingkan dengan laki-laki. Dan mitos, adanya stereotip dalam masyarakat yang selalu mengidentikkan aktivitas fisik dengan laki-laki dan memandang olahraga berdasarkan gender.

Kata kunci : Isu gender, Semiotika Roland Barthes, Film Baseball Girl.

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INTRODUCTION

The development of increasingly advanced technology brings changes in society starting from the way of thinking, behaving, and behaving. The media also began to develop, not only providing information, but also as entertainment that can be enjoyed by the audience, such as books, music, films, and so on.

Among the many media, film is one of the mass communication media in which the form of communication uses media aids in connecting communicators with communicants in bulk and causing certain effects. According to Wibowo (2006: 196) film is a tool to convey various messages to audiences through story media.

According to the Law of the Republic of Indonesia Number 8 of 1992 concerning film, it is stated that film is a mass communication medium that has an important role for the development of national culture as one aspect of increasing national resilience in national development (Effendy 2008: 62).

In a film there is a message content that can directly or indirectly affect the community. This can be used as a means of fighting various social injustices such as gender injustice that often occurs at this time through a message packaged in the form of a film. The power and ability of films to reach many social segments, then makes film experts have the potential to influence their audiences (Sobur, 2004: 127).

Films that appear today have become a necessity in society, both domestic films and films from abroad. One of the countries that has various types of

films and is in great demand today is South Korea.

One of the films that raises the issue of gender is a Korean film entitled "Baseball Girl". The film, directed by the Korean Academy of Film Arts, premiered in October 2019. This film tells the story of a baseball girl who is about to graduate from high school and dreams of joining a professional team to continue playing baseball, but she is not given the opportunity to join not because of her prowess. in playing baseball but because she's a girl (accessed September 8, 2021).

The number of gender issues that occurred, such as in the movie "Baseball Girl" which finally encouraged several women's groups to fight for gender equality. According to Kristeva dala Tong (2004:42) it is explained that gender is a cultural concept that refers to the characteristics that distinguish men and women biologically, behaviorally, mentally, and socio-culturally.

Since the first sport was considered only for men. Burgess, Edwards, and Skinner (2003:200) reveal that "Sport is now indelibly connected to 'hegemonic masculinity". This statement emphasizes that sports are only owned by men who are physically and mentally tougher than women.

This study uses interpretive qualitative methods and the analysis model uses Roland Barthes' semiotic analysis, namely, a science of analytical methods used to understand the meaning of denotation, connotation and myth by examining the signs on the object of research. The focus of the research is to identify and clarify issues of gender and gender equality that appear in the Korean film "Baseball Girl".

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LITERATURE REVIEW

SEMiotics THEORY

Semiotic theory is a study of the science of signs. In semiotics considers social phenomena in society and culture as signs, semiotics itself is the study of systems, rules, and conventions that allow these signs to have their own meaning.

Etymologically, semiotics comes from the Greek word *Semion* which means "sign". Terminologically, semiotics is defined as a science that studies a wide range of objects, events, all cultures as signs. Van Zoest (Sobur, 2001: 96) defines semiotics as "The science of the sign (sign) and everything related to it: the way it functions, its relationship with other words, its delivery, and its acceptance by those who use it".

ROLAND BARTHES SEMiotics

Roland Barthes is known as one of the structuralist thinkers who practiced Saussure's linguistic and semiological models. He argues that language is a sign system that shows the assumptions of a certain society at a certain time (Sobur, 2013: 63).

1. Signifier (penanda)	2. Signified (petanda)
3. Denotative sign (tanda denotatif) (first system)	
4. Connotative Signifier (penanda konotasi)	5. Connotative Signified (petanda konotasi)
6. Connotative Sign (tanda konotasi) (second system)	

Roland Barthes 's Theory of Semiotics (Sobur, 2009:69)

Roland Barthes's theory of semiotics prioritizes three pillars of thought which are the core of his analysis, namely denotative, connotative and mythical meanings. The first system of meaning is called denotative and the second system of meaning is called connotative.

Denotative is a meaning that is clearly visible to the naked eye, meaning that denotative meaning is the real meaning or a first order in which the meaning is closed, where denotative meaning produces explicit, direct and definite meanings.

While the connotative meaning expresses a meaning contained in certain signs, or a sign whose marker has an open meaning or can be said to have an implicit meaning. Meaning that is not direct and uncertain, meaning that the connotative meaning is open to the possibility of new interpretations. Denotation can be said to be a fixed objective, while connotation is a subjective and varied meaning (Vera, 2014:26).

Apart from denotation and connotation, Roland Barthes's Semiotic Theory cannot be separated from myth. Myth is a sign or meaning that develops in society because of the influence of the customs and social culture of the community itself for something, by paying attention to the correlation of what is seen in real (Denotation) with implied signs (Connotation).

Myth according to Roland Barthes' Semiotic Theory is a communication system that becomes a message. Roland Barthes' Semiotic Theory reveals that myth in its particular sense is the development of connotation.

Myths in Roland Barthes' Semiotic Theory are by themselves different from the myths that we consider superstitious, unreasonable, ahistorical and others, but myth according to Roland Barthes' Semiotic Theory is a person's type of speech (Vera, 2014: 26).

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GENDER

Basically, men and women are created to have the same degree and dignity even though they have different forms and functions. However, as time goes by, there are so many roles and statuses for both of them in society that become habits that have the impact of creating treatment for one of the sexes.

Gender Equality is one of the interesting issues to discuss because it has pros and cons that are often inherent in this issue. Gender equality began to enter Indonesian society in the 1990s. Slowly the feminism movement in Indonesia is asking for a shift in the position of women who demand their rights in the social and cultural fields (Nurrahmi, 2009).

FILM

Film is one of the media that plays an important role in communicating a reality that occurs in everyday life. Film can be interpreted as a series of moving images commonly called Movie. According to Himawan (2008:2) Film is the language of sound and image language that has important elements in it to form a more systematic and detailed film.

According to Krissandy (2014:13) there are two complementary and inseparable elements in the process of film formation, namely: narrative elements and cinematic elements. Narrative elements relate to aspects of the story or film theme. Narrative elements include characters, problems, conflicts, goals, location, and time. While the cinematic element is a technical element that helps story ideas in a film production.

Cinematic elements are divided into four main elements, namely: mise-enscene, cinematography, editing, and sound. Mise-en-scene is everything that is in front of the camera. Mise-en-scene has four main elements, namely, setting or background,

lighting, costumes and make-up, and player movement. Cinematography is the treatment of the camera and the film and the relationship between the camera and the object to be photographed. Editing is the transition of an image (shot) to another image (shot). While sound is everything in a film that can be captured through the sense of hearing (Pratista, 2008:1).

Baseball Girl is a film from South Korea, this film tells the story of the struggle of Joo Soo In, a woman who has the ability and love of baseball and has a big dream to become a professional baseball player. But in pursuing and achieving his biggest dream, Joo Soo In must face various realities challenges that make him have to fight for his dream.

RESEARCH METHODS

The research subject is everything that has to do with the research topic. According to Arikonto (2007, 152) the research subject is something very important in a study, the research subject can be a person, place, or object being observed. Thus the research subject used by researchers in this study is a film from South Korea entitled "Baseball Girl".

This film tells about the issue of gender which is one of the causes of problems in society today. This study uses a qualitative approach with an interpretive research type. Qualitative research produces interpretive data which is a detail of a phenomenon under study.

Sobur (2006:147) explains that the research methodology used in semiotic analysis is interpretive. According to Bogdan and Taylor in Moleong (2014:4), qualitative research is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior.

In this study, researchers will describe the signs that indicate gender

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issues contained in the film "Baseball Girl" in the form of audio and visual elements, namely the voice of the player in the form of dialogue, the sound of background music that accompanies the scene in the film, the player's expression, motion - movement, camera position and so on.

This research will be carried out based on the stages of Roland Barthes' Semiotics where every sign in the movie "Baseball Girl" will be grouped into denotative, connotative and mythical meanings.

Sources of data that can support this research, namely primary data, research data sources obtained directly from the first source.

In this study, researchers will obtain data from the film "Baseball Girl" which is then divided per scene and selected scenes containing audio and visual elements contained in the film.

Secondary data is data obtained from documents, or literature that supports primary data, such as books that are in accordance with research, newspaper articles, internet, journals and so on.

In this study, data such as images, sounds, music, audio and visual elements and supporting data will be collected, namely by watching carefully from the entire "Baseball Girl" film and grouping the data according to the problem formulation and then collecting pieces of images in the form of screenshots or screen captures of every scene that shows elements of gender issues.

This is done so that understanding and understanding can be obtained in accordance with the problems studied. This study uses Roland Barthes' Semiotics analysis, which is an analysis that examines a sign consisting of two levels of signification.

Roland Barthes is a structuralist thinker who practices Saussure's linguistic

and semiological models (Sobur, 2016:63). Saussure focuses on the complex way in which sentences are formed and the way sentences determine a meaning.

Roland Barthes' semiotic analysis is a means to examine signs in order to find out a sign or a message that is conveyed to the communicant. Saussure's thinking about signs is divided into signifiers and signifieds, which are then divided into several stages, namely denotation (real understanding contained in the image), connotation (the meaning behind the image), and myth (habits made by the community, and implanted and started to be used as beliefs).

In the film "Baseball Girl" there is a scene that contains elements of gender issues where a woman must be faced with the challenges of reality so she must fight for her dream. By using Roland Barthes' semiotic analysis, the researcher will describe the signs contained in this film related to denotation, connotation, and myth.

RESULTS AND DISCUSSION

In this study, researchers will take a scene from the Baseball Girl movie. The scenes taken are in accordance with the purpose of this study, namely knowing the meaning of denotation, connotation meaning and myths related to gender issues.

Figure 1

Coach Choi looked at Joo Soo-In



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Figure 2

Joo Soo-In is silent



Table 1

Data Presentation and Semiotic Analysis Roland Barthes

Shot	Medium Close Up
Visual	Coach Choi and Joo Soo-In wore light blue tracksuits. Coach Choi looks at him seriously by furrowing his brows and bullying him. Joo Soo-In could only look at him and be silent
Time	18:02-18:24
Audio	There was no background music but from the conversations of coach Choi and Joo Soo-In it was found that when coach Choi approached him he spoke in a firm tone. This indicates that coach Choi is serious about his words. Hearing that Joo Soo-In fell silent and didn't make a sound
Dialog	Coach Choi: "That's your fastest throw, right? You think I mean you can't just because of a girl? You're just not good at it. Besides, you're too weak. Understand?".
Denotation	
Sign	In this scene Coach Choi said that with a serious expression and tone of voice that made Joo Soo-In speechless. Coach Choi seemed to want to break his spirit so that Joo Soo-In would stop trying.

Signifer	"You think I mean you can't just because of a girl? You're just not good at it. Besides, you're too weak. Understand?".
Signified	Coach Choi bullies and belittles by saying that it's not only because Joo Soo-In is a woman, but because she's also incompetent and too weak.
Connotation	
Sign	Many people think women are physically weak creatures and will not be able to have or beat the abilities of men. This view also applies in the world of sports where women are considered physically weak compared to men.
Signifer	Basically, men and women have their own realm that plays a role in their respective strengths. Men are stronger literally in the sense of physical exertion. Research published in the University of Utah's Journal of Experimental Biology revealed that men have significantly different upper arm strength than women.
Signified	The upper arms of men are designed to have the capability to make stronger strokes. Men do have a special ability to punch. They are very strong when it comes to the muscles associated with throwing punches (Carrier:2020). So it can be concluded that women have weaker physical strength than men, this may be the reason in this scene where coach Choi says Joo Soo-In is less proficient and too weak.

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This research is also recommended for Indonesian story writers, producers, and film directors to make similar films with moral messages that are in accordance with the reality in society based on real or fictional stories such as the Baseball Girl film that can make people understand the meaning contained in the film and to understand issues related to gender equality.

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