



Analisis Semiotika Peirce dalam film Kukira Kau Rumah

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ABSTRACT

The film Kukira Kau Rumah tells about the spirit of a person named Niskala who suffers from bipolar disorder with unstable emotions and full of anger that likes to explode in running his life by hiding from his father that he is pursuing higher education to prove to his father that Niskala can excel. even with his condition. This study aims to obtain phenomena from what is experienced by research subjects such as behavior, motivation, perception, and action. This research is a research that uses a qualitative approach using media analysis, namely the semiotic analysis of the Charles Sanders Peirce model in describing the meaning of the icons, indexes, and symbols contained in the object of research so as to produce a conclusion. The results of research on the film Kukira Kau Rumah in every scene in it has a sign, object and interpretant.

Keyword : Charles Sanders Peirce, Qualitative, Analysis, Semiotics, Signs.

ABSTRAK

Film Kukira Kau Rumah menceritakan tentang semangat seseorang bernama Niskala yang mengalami penyakit gangguan Bipolar dengan emosi yang tidak stabil dan penuh amarah yang suka meledak-ledak dalam menjalankan kehidupannya dengan bersembunyi dari ayahnya bahwa dia sedang mengejar pendidikan tinggi untuk membuktikan kepada ayahnya, jika Niskala bisa unggul bahkan dengan kondisinya. Penelitian ini bertujuan untuk memperoleh fenomena dari apa yang dialami oleh subjek penelitian seperti perilaku, motivasi, persepsi, dan tindakan. Penelitian ini merupakan penelitian yang menggunakan pendekatan kualitatif dengan menggunakan analisis media yaitu analisis semiotika model Charles Sanders Peirce dalam mendeskripsikan makna dari ikon, indeks, dan simbol yang terdapat pada objek penelitian sehingga menghasilkan sebuah kesimpulan. Hasil penelitian pada film Kukira Kau Rumah dalam setiap adegan didalamnya memiliki tanda, objek dan interpretant.

Kata Kunci: Charles Sanders Peirce, Kualitatif, Analisis, Semiotika, Film



INTRODUCTION

Along with the times, technology has become an aspect as a support that is really needed for individuals regardless of age, gender, occupation, social status, and others. Media is a tool or means that can be used to offer messages from sources as communicators to audiences as communicants.

Communication with a large audience or mass communication can be reached easily because of the mass media such as print media in the form of newspapers, magazines, bulletins and so on. While electronic media there are television, radio, film, and so on. In various studies on the impact of film on society, the relationship between film and society is always understood in a linear fashion. This means that films always influence and shape society based on the message behind it.

The film titled "Kukira Kau Rumah" airs in theaters and was released on February 3, 2022 with a duration of 1 hour 30 minutes. This film tells the story of a girl with bipolar disorder. In a film, Kukira Kau Rumah, there is a moral that the author wants to convey to his audience, either implicitly or explicitly.

Apart from Prilly Latuconsina, there are other known actors, such as Jourdy Pranata, Shenina Cinnamon, Raim Laode, and many more. The film "Kukira Kau Rumah" begins with a lonely young man named Pram, played by Jourdy Pranata. His father died when Pram was still in school while his mother was busy working.

Pram spends his days playing music and composing songs while working in a music cafe. Then Pram also meets a beautiful woman named Niskala, played by Prilly Latuconsina. Pram's relationship with Niskala is getting closer, but there is one thing Pram doesn't know about Niskala, who suffers from bipolar disorder. Niskala also hides the fact that he is pursuing higher education from his father called Dedi.

The semiotic theory that the researcher uses is the theory of Charles Sanders Peirce. Peirce defines semiosis as the relationship between signs, things, meanings. The sign represents the object or what is pointed to in the mind of the interpreter. What is meant by "sign" is very broad. What is discussed in the triangle theory of meaning is the question of how meaning emerges from a sign when the sign is used by people when communicating.

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RESEARCH METHOD

Based on the background of the problem above, the problem to be investigated in this study is how to analyze Peirce's semiotics contained in the film *Kukira Kau Rumah*.

Peirce is best known for his sign theory. Within the scope of semiotics, Peirce as described by Lechte (2001:227), often repeats that in general a sign is something that represents something for someone..

Charles Sanders Peirce's Semiotic Theory is often called "Grand Theory" because his ideas are comprehensive ideas. Charles Sanders Peirce is known for his triadic model and the concept of representamen, namely the form that is received by the sign or functions as a sign.

While the object is something that refers to the sign. Something that is represented by the representative associated with the reference. The interpreter is a sign that is in a person's mind about the object to which a sign refers.

The process of three levels of categories from the theory of the triangle of meaning which is a process of semiosis from the study of semiotics. The process of semiosis is a process that has neither a beginning nor an end, it always occurs and is interconnected with one another, in this case the representament is often also called the sign, object, and interpretant.

In examining the object that is understood, the consequences must be thorough and careful. Everything must be seen on the logical path, namely there are three trichotomy, for example, the first trichotomy sign (Representamen) is a physical form or everything that can be absorbed by the five senses and refers to something. Something that becomes a representation based on its ground which is divided into three is a qualisign meaning a sign that becomes a sign based on its nature.

Sinsigns are signs that become signs based on their shape and appearance in reality. All individual utterances can be a sinsign. A metaphor, even if only used once, can become a sinsign. Every sinsign contains properties so it also contains a qualisign. Sinsign can be a sign without code. It can also be said, sinsign is the actual existence of objects or events that exist in the sign.

Legisign is a sign that becomes a sign based on a generally accepted rule, a convention and a code. All language signs are legisigns, therefore language is a code, every legisign contains in it a sinsign, a second connecting thirds, namely a rule that applies to connect with thirds, namely a generally accepted rule. For example traffic signs, gestures such as nodding "yes", furrowing eyebrows, shaking hands and so on. So legisign itself is a thirdness.

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DATA COLLECTING METHOD

Data collection techniques are methods used to collect research data that will be used as answers to the formulation of research problems. In this research, it is very necessary to have direct involvement between the researcher and the subject being studied. Researchers must be able to understand the meaning of icons, indexes and symbols contained in the object of research.

This study uses a qualitative approach using media analysis, namely the semiotic analysis of the Charles Sanders Peirce model. Qualitative research is research that does not use samples and populations, does not depart from theory but departs from reality phenomena.

This model is known as the meaning triangle, namely sign, object, and interpretation. The data is then interpreted with literature from books, journals, internet and references related to the research. The primary data contained in this study contains audio and visual elements, namely the voice of the player. Secondary data contained in this study was obtained from documentation such as articles, internet documentation, journals related to films.

The data collected must meet the validation standards. In accordance with the data source that the researcher determined, the data collection technique used in this study was documentation. The data analyzed is data from the documentation collected from data in the form of the text of the film "Kukira Kau Rumah". In addition, observations were also made in this case which is contained in the film "Kukira Kau Rumah".

The signs analyzed are visual signs that have been grouped according to Peirce, namely, icons, indexes, and symbols. This study observes the film "Kukira Kau Rumah" as a whole, then looks for some data that reveals about this film

In analyzing the text of the film Kukira Kau Rumah, three stages of analysis are used, namely sign, object and interpretant. In accordance with the analysis technique above, the researcher divides this scene pattern into several scenes. The predetermined scene is taken several pieces of pictures and some of the captured images are displayed in order to be able to show the relationship between other shots in a setting that may complement each other.

RESULT AND DISCUSSION

This research uses research material from the film Kukira Kau Rumah. In one of the scenes shows the following picture.



Picture 1 Niskala's mother tries to calm Niskala who is crying.



Picture 2 Pram who helps niskala to put on his helmet.



Picture 3 Niskala is crying hysterically because he saw Pram jump from the top of the building.

Sign

Based on the research that has been done on the film "Kukira Kau Rumah" using Charles Sanders Peirce's semiotic analysis, it can be concluded as follows: the signs contained in scene 1, scene 2, scene 3, scene 4, scene 5, scene 6, scene 7, scene 8, scene 9 and also scene 10 are signs of Qualisign, namely the quality of a sign such as hard, harsh, and soft words as well as colors and images. The Sinsign sign is the actual existence of objects or events that exist in objects and the last is Legisign, namely the norms contained in scenes one to ten..

Objek

Objects contained in scene 1, scene 2, scene 3, scene 4, scene 5, scene 6, scene 7, scene 8, scene 9 and also scene 10 in the movie "Kukira Kau Rumah" are icons where the relationship is the same or has resemblance in a scene. The index is also

an object contained in the ten scenes above because each scene has a cause and effect in it. Symbols are also referred to in objects because there is a natural relationship between the signifier and the signified

Interpretant

The interpretants contained in scene 1, scene 2, scene 3, scene 4, scene 5, scene 6, scene 7, scene 8, scene 9 and also scene 10 in the film "Kukira Kau Rumah" are Rheme, Dicisign, Argument. Where Rheme is a sign that allows a person to interpret based on his choice. Dicisign is a sign according to the reality contained in the scene and the last is Argument which is a sign that directly gives reasons in every scene.

RESEARCH RESULT

After doing the analysis contained in the film Kukira Kau Rumah by using Charles Sanders Peirce's semiotics of a meaning triangle consisting of a sign, an object and an interpretant. The research data shows that there are 10 scenes in the film Kukira Kau Rumah which contain the struggle of someone who is affected by Bipolar disease. This study describes the scenes taken from the first to the tenth scene.

SUGGESTION

For film practitioners, keep working and keep imagining so that they can give birth to brilliant ideas and good works, which are meaningful and contain positive values for the audience, so that films can be enjoyed and the messages contained in them can be applied in everyday life.

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For people to pay attention to the meaning that is in a film. This needs to be considered so that the public can understand the positive message of the film. The message from the film, it is hoped that the public can properly examine the messages conveyed by the film and can be applied in social life.

For the next researcher who wants to conduct research with the same topic of discussion, they should be able to analyze the main points of discussion in depth through other perspectives in order to have better research results.

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Jakarta, 14 / November 2022

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