SEMIOTICS ANALYSIS OF BODY SHAMING IN IMPERFECT MOVIE

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Abstract

This study aims to determine the semiotic meaning of body shaming and bullying in the movie Imperfect. This research uses qualitative techniques. The results showed that the semiotic research in this study is semiotic meaning, both denotation meaning and connotation meaning. Imperfect movie is very easily encountered by women who are physically humiliated. Women are often expected to have a beautiful face and a slim figure.

Perpetrators of body shaming who make negative comments about others just to be accepted in their circle of friends do not necessarily understand the adverse effects experienced by victims of body shaming. Some perpetrators also use harsh words such as "too thin, too fat and freckled" Most people who are ridiculed for their appearance make the victim feel insecure and uncomfortable.

Movies are also widely used as a mass communication medium because movies are believed to convey messages effectively. Usually a movie is made to represent real life in society Just like "Imperfect" in the movie "Imperfect" The movie "Imperfect" (2019) is an Indonesian film that tells the case of self-acceptance about the issue of beauty standards commonly judged by society, and also about pressures related to body shape in women's lives.

The object of humiliation is often someone's lack of physique. Body shaming in Imperfect movie is verbal and non-verbal. This research aims to explore the denotation, connotation, and mythical meaning with insults in the movie "Imperfect". From the conclusion of this thesis, we should respect others.

Keywords:

Imperfect, Body Shaming, Bullying

INTRODUCTION

In communication, there is a known form of mass communication. Communication can be considered mass communication when it is produced through modern technologies that utilize mass media channels, such as print and electronic media. Mass communication provides information about specific events and conditions that reflect power relationships and various innovations. Mass communication also serves various social functions. The functions of mass communication that provide insights into life include:

1. Surveillance: Internet and newspapers now serve as tools for individuals to seek important information, ranging from weather updates to current issues and even gossip. Society increasingly relies on mass communication to access information easily and quickly.

2. Correlation: Mass media provides facts that influence people worldwide. Information disseminated through mass communication is not objective and may not take sides.

3. Mobilization: It mobilizes communities in crisis. For example, an event in a rural area can rally the public to participate in an experience or event, creating a sense that the event affects them because it happened in their country.

4. Validation: Mass communication validates the status and standards of individuals, organizations, movements, and specific products. The goal is to adhere to social norms. Mass communication can reinforce specific cultural norms while eliminating differences and deviations from existing norms.

The positive impact includes the public obtaining information related to their needs and interests, as well as serving as a source of entertainment. The negative impact includes the rapid dissemination of information, the emergence of hoaxes due to people accepting and believing unclear news sources without verification, addiction to the internet, potential for conflicts, privacy issues, and negative influences on others.

Body shaming is one of the negative comments directed at someone, which can have detrimental effects on the victim's psychological and physical well-being. It affects people's future by making them grow into individuals who lack confidence and feel insecure. Body shaming can occur both verbally and focus on a person's physical appearance, such as commenting on their age, clothing, and

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body shape. The negative effects of body shaming include insecurity, shame, social withdrawal, depression, self-harm, anxiety, loneliness, and self-hatred.

This research is important because it is easy to bully and body shame others, especially with the rise of social media platforms where people can type anything and derive satisfaction from bullying others, both physically and mentally. For bullies, such behavior may seem trivial, but for victims, it leaves a lasting impact on their present and future lives. This is an example of a negative trend among today's youth, as they cultivate the habit of body shaming others.

LITERATURE REVIEW

Semiotics

Semiotics originates from the Greek word "semeiotikos," which means "pertaining to signs." A sign is a representation that, through social convention, is considered to represent something else. Signs refer to the meaning of something that influences the existence of that thing. In essence, semiotics is the study of signs, symbols, systems, and processes of signification. Semiotics is a scientific/methodological approach that analyzes signs.

Symbols, which are a significant part of the semiotic tradition in communication studies, involve the main theories on how signs represent objects, ideas, situations, conditions, feelings, and more. Semiotic analysis interprets the meanings of signs, encompassing things hidden behind a sign, such as texts, stories, advertisements. The meaning of signs depends on how they are constructed, the types of signs used, and the intended meanings, as understood by producers and consumers.

Roland Barthes

Roland Barthes was born in 1915 to a Protestant family in Cherbourg, France, and was raised in Bayonne, a small city on the southwest coast of France. Barthes was a semiotics expert who balanced the structuralist theories of communication with textual semiotics. Roland Barthes was a philosopher, literary critic, and semiotician from France who applied Ferdinand de Saussure's semiotics and even expanded semiotics into a method for analyzing culture. He spent his time dissecting and concluded that the connotations present in myths are often the result of careful construction.

Roland Barthes Signs

The first signification stage is the relationship between the signifier and signified in a sign with external qualities. Barthes refers to this as denotation or the obvious meaning of the sign, while connotation is Barthes' term to indicate the second signification stage. This stage represents the

interaction when a sign meets the reader's emotions and social values. Thus, the entire sign in denotation serves as the signifier in connotation. The subjective aspect relates to artistic ability and creativity formed by culture, myths, beliefs, or the subconscious.

In Barthes' concept, connotative signs not only have additional meanings but also contain both denotative and connotative parts that underlie their existence. This is what makes Barthes significant for the improvement of Saussure's semiotics, which only stops at denotation.

RESEARCH METHODS

Subject of research conducted in the film 'Imperfect' and the activities carried out are collecting and analyzing research data from the film 'Imperfect' by Ernest Prakasa. The research subject was carried out through observation and documentation in the film "Imperfect." This research utilized a qualitative research method. The research aimed to explore situations, phenomena, events, or incidents from real life but also as they can be seen within a cinematic work, in the film "Imperfect."

The qualitative method was chosen because the data collected consisted of qualitative data, such as words or images. Phenomena in this research are represented as signs of bullying in the film "Imperfect," which can take the form of images (symbols) and texts (dialogues) that convey meaning or reflect bullying behavior. Additionally, the film also analyzed connotations, denotations, and myths that occur within the film. This qualitative approach allowed for a deeper exploration and understanding of the subject matter, going beyond mere numerical data to capture the richness and complexity of the topic.

In this research, there are two types of data sources that will be used, namely primary data or original data collected directly by the researcher as a tool to answer research questions (Syafnidawaty, 2020:21) and secondary data or data that is not directly obtained by the data collector but may come from other individuals or documents. Secondary data serves to complement primary data (Suigiyono, in Fairus, 2020:308).

The data analysis technique plays a crucial role in research, as it helps in addressing research problems. In this research, the analysis begins with an examination of connotations, denotations, and myths in scenes depicting body shaming in the film "Imperfect." The analysis then delves into a direct understanding of the images and audiovisual elements in the film. The goal of this direct understanding is to identify signs of body shaming within the film so that the researcher can interpret and articulate the meanings of denotation and connotation in the film. Subsequently, it involves an analysis using Roland Barthes' semiotics of the film's scenes that portray body shaming.

According to Ridwan (in Teniwut, Meilani, and Humaniora 2022:51), data collection techniques are methods or approaches used by researchers to gather data systematically and strategically to obtain valid and accurate information. These techniques are often employed to collect data that is abstract and not directly tied to the research subject but becomes apparent upon examination. In this case, the focus will be on observation and documentation. According to Sugiyono (in Subakti, 2020:240), steps involved in the data collection techniques are documentation, literature review, and observation.

Data analyzed using the semiotic analysis technique with Roland Barthes' model. Semiotics studies the nature of signs and symbols. According to Leixy Moleong (in Rizaldi, Ahmad 2019:248), qualitative research analysis is an effort made to utilize data, organize it, classify it into manageable units, systematize it, look for and establish patterns, identify what is important and what is learned, and communicate what can be conveyed to others. The presentation of the text's content in semiotics is interpreted from various perspectives. Incorporating theories and data to explain the interpretation of the analysis objectively to prevent subjectivity in semiotics.

RESULTS AND DISCUSSION

This research, titled "Semiotic Analysis of Body Shaming in 'Imperfect' Film," critically addresses the issue of body shaming in Indonesia. The film aims to raise awareness, stop people from judging others based on their physical differences, promote self-love, and encourage appreciation for the appearances of others. The main research questions are: What are the connotations and denotations, myths, signs, signifiers, and signifieds of body shaming in the film "Imperfect," and how can semiotic analysis contribute to our understanding of body shaming in the film?

Barthes' semiotic theory was used to understand body shaming in the film "Imperfect." The findings suggest that there are both verbal and non-verbal forms of body shaming in the film. Verbal body shaming includes ridiculing body size, skin color, and giving unsolicited fashion advice to others. Non-verbal body shaming is marked by behaviors such as scornful looks, laughter, mocking glances at others' physical features, and whispering. These actions can lead to a loss of self-confidence in individuals.

The film "Imperfect" portrays the protagonist as either good or bad based on her physical appearance. The film focuses on a series of events that become the primary focus of this research. The film also highlights the construction of beauty myths, where societal factors underlie bullying behavior towards women.

With Roland Barthes' semiotic theory, we analyzed signs, denotation, connotation, myths, signifiers, and signifieds in the film "Imperfect." The results from this research were obtained through the analysis of selected scenes from the film. The film teaches us to love ourselves and accept our imperfections. It emphasizes that beauty is not solely about physical attributes; it extends beyond looking pretty and handsome. In the context of the film, Rara chooses to be herself and not succumb to societal pressures, even though her appearance is considered unconventional.

In the analysis of the film "Imperfect," denotation, connotation, myths, signs, signifiers, and signifieds can be identified as follows:

- Signifier: Rara, who is criticized for her curvy body and not being conventionally beautiful by the people around the office.
- Signified: When Rara experiences bullying and body shaming, her facial expression reflects sadness, melancholy, and insecurity.
- Sign: Rara lives a simple and authentic life, wearing plain clothes like sweaters and messy hair.
- Connotation: Rara experiences both verbal and non-verbal body shaming, for example, people at the office commenting on Rara and Feiy's appearances, fat-shaming Rara, people looking at and commenting on Rara's physical appearance, and Rara being ridiculed by her mother's friends for her dark skin. Non-verbal examples include Rara receiving disdainful glances and hearing whispers from people around her.
- Myth: The film suggests that as humans, we should have self-confidence in ourselves and not be insecure because of others' opinions. We should be confident and accept ourselves for who we are.

The film "Imperfect" depicts that loving one's imperfections is not a problem; there are many aspects of life where one is not considered perfect. The key lesson is that if our imperfections make us happy, there is no need to strive to become someone else. In the film, Rara is portrayed as she is, with a relatively large body, which makes her feel uncomfortable, especially when comparing her physical appearance to others in the media.

Meira and Ernest convey a message in this film that people should focus on themselves rather than seeking validation from others. Let people know to respect and love one another. The most interesting question raised in this film concerns body shaming. The term "body shaming" refers to the act of criticizing and negatively commenting on one's own or others' physical appearances. Rara also becomes a victim of verbal and non-verbal bullying at her workplace.

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In summary, the film "Imperfect" succeeds in turning social issues into a humorous and entertaining narrative. The film's comedic style, driven by the presence of four characters in the boarding house, adds lightness and enjoyment for the audience. Additionally, George as a celebrity and Luis as Rara's boyfriend provide excellent portrayals, depicting millennial activities that can sometimes be absurd.

Director Ernest has successfully transformed the raw material into a film that marries humor and messaging. The presence of the boarding house characters, characterized by the mother's comedic style, adds depth to the film. It's worth mentioning that the process of transforming Rara from slim to curvy happens naturally, without the use of prosthetics. Jessica Mila had to gain around 10 kilograms to achieve her character's original weight. This process was long and challenging. For the soundtrack,

CONCLUSIONS

Based on the analysis and discussions conducted in this research, it can be concluded that body shaming, both verbal and non-verbal, is evident through the interpretation of denotation and connotation as per Roland Barthes' semiotic model. The meanings of denotation and connotation that lead to verbal and non-verbal body shaming actions can be observed in the dialogues and actions of the characters in the film "Imperfect" (2019).

Verbal body shaming is evident in several scenes marked by insults related to body size, skin color, and appearance. Non-verbal body shaming is seen in scenes with scornful glances, mocking gestures, and even laughter. Additionally, body shaming is reflected in the appearance of characters, particularly women with curvier bodies and dark skin, in contrast to Rara, who has a slim figure and fair skin.

However, through this film, we learn about self-confidence. It's not just about being confident in our physical appearance, but also being confident when there are people around us who accept us for who we are. Denotation in the film "Imperfect" through Roland Barthes' semiotic analysis includes individuals who come to the office dressed modestly, with disheveled hair and less conventionally attractive facial features, who are less appreciated due to their physical appearance and considered less beautiful or unworthy.

Myth in the film "Imperfect," through Roland Barthes' semiotic analysis, refers to the portrayal of beauty standards in Indonesian society. The abundance of stereotypes in society, due to media

exposure regarding beauty standards, leads some individuals to strive to change their appearance to fit these standards and be accepted in society.

However, beauty in the film isn't solely based on physical appearance; having a good heart is also part of beauty from within. Through Roland Barthes' semiotic analysis, the myth of beauty standards in the film "Imperfect" is marked by the existence of beauty standards that must be believed and followed by society. This leads to the main character, Rara, making significant efforts to change her body shape and advance her career. Women with diverse body types and good personalities can be seen as beautiful just the way they are. Indonesia, with its diverse cultures and ethnicities, presents a variety of beauty, and everyone's unique appearance contributes to this diversity. Therefore, the standard of beauty that focuses on fair skin, long hair, tallness, and slimness should no longer be a benchmark.

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PERSETUJUAN RESUME
KARYA AKHIR MAHASISWA

Telah terima dari

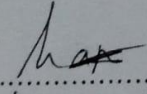Nama Mahasiswa / I : Yohana Anjelita Kristy

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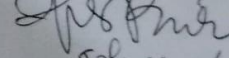Judul Karya Akhir : Analisis Semiotika Body Shaming Pada Film Imperfect

Jakarta, 7 / September 20 23

Mahasiswa/I

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Yohana Anjelita

Pembimbing

(Danny Johassan)