

A SEMIOTIC ANALYSIS OF *ALADDIN* MOVIE BY USING ROLAND BARTHES THEORY

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ABSTRACT

Movie is a picture or life event that is brought to the screen as a means of communication and entertainment. Messages or signs contained in the movie can be analyzed using semiotics. Semiotics is the study of signs. The aims of this research is to determine the types and meanings in semiotics by using Roland Barthes Theory. Roland Barthes developed the theory of semiotics into three stages, namely, denotation, connotation and myth. This research uses descriptive qualitative method. The data taken from scenes and script of *Aladdin* movie 2019. The researcher collect data by watching movie, observe main characters in scene and movie script, make take note and categorize sentence of semiotics by Roland Barthes theory and analyzes the results data. The types of signs found are denotation, connotation and myth. The researcher found 38 types and meanings of semiotics by Roland Barthes consisting of 21 types and meanings of denotation, 13 types and meanings of connotation and 4 types and meanings of myth. From the explanation above, the types and meanings of denotation is more dominant and the least is myth. The results of this study state that the type of semiotics by Roland Barthes can be used to explain the meaning of semiotics contained in it. The type of Semiotics by Roland Barthes in this movie also has different meanings in describing something according to the reference to the word or phrase used in the movie scene.

Keywords: Semiotics, Roland Barthes theory, *Aladdin* movie

A. Introduction

Communication is important in everyday life (Nisa, 2014). Such as mass media which has a meaning as a communication medium or a means to communicate en masse and convey messages to the public or the wider community. Movie is a form of mass communication of electronic media in the form of audio visual that can display words,

sounds, images and other combinations (Vivian in Marlenah, 2012). The movie first premiered in the United States on April 23, 1896 in New York City. One of the world's largest companies that produces the best movies is Walt Disney Pictures. Disney was first founded in 1923 by Walt Disney and Roy Oliver. Disney is a movie production company from the United States and a subsidiary of Walt Disney Studios which is owned by The Walt Disney Company (Schmidt, 2020).

Aladdin 1992 is an animated movie, while "Aladdin" 2019 is a live action movie. This movie attracted attention and received positive reviews from children to adults around the world. Aladdin became the fifth highest grossing movie of 2019 and became the 34th highest grossing movie of all time (Rahayu, 2016). In Aladdin movie, many moral messages are conveyed through the language or symbols used in the movie by the main characters who have various characteristics and meanings. The series of images in a movie creates a tagging system. Therefore, the researcher make the choice to analyze the movie using Roland Barthes' semiotic theory which is considered appropriate with the Aladdin movie. According to Barthes, there are two types in semiotics, namely denotation and connotation. In the connotation there is a hidden meaning called myth (Bintariana, 2018).

Based on the background above, the researcher is interested in doing research of the scenes contained in the "Aladdin" movie. There are many signs in the scenes in the "Aladdin" 2019. The movie contain hidden meanings, namely connotation and denotation. Each sign has its own meaning, from the language used by the main characters which has different meanings. Therefore, the researcher is interested in conducting research on the movie using the theory of semiotic analysis by Roland Barthes. In this research, the writer will examine the research entitled "A SEMIOTIC ANALYSIS OF ALADDIN MOVIE BY USING ROLAND BARTHES THEORY"

Semiotics comes from the Greek word 'semeion' which means sign or 'same' and also means sign interpreter. Semiotics is a sign, symbolic, meaning and communication process. Semiotics is a method that analyzes signs that have meaning in things such as images, text, movies and so on (Akmalsyah, 2010). Semiotics is associated with 3 branches of linguistics, namely: semantics, syntax and pragmatics. They have similarity in analyzing signs and meanings. Semiotics not only relates language signaling, but also relates to non-language signs in human communication. In other words, semiotics is the science of meaningful communication signals. Umberto Eco said that a cultural phenomenon and events can be learned by communication. Semiotics is a social science that understands the world as a system of relationships that has a basic unit, namely signs and studies the existence of a sign (Pauzan, 2018). There are several basic components in semiotics:

The first is sign. Signs are an important part of semiotics. With a sign, a person can mark a thing, event or situation to explain the information the object gives to the subject. Signs are also used to describe ideas, words, syllables and sounds. For example

objects, events, writing, language, actions, events and other forms of signs (Mudjiono, 2011).

The second is symbol. Symbol is a sign in the form of a painting or writing that describes something and contains a certain meaning. Symbol is also associated with cultural, situational, and conditional signs. In other words, symbol is a sign which has a dynamic, special, subjective and figurative meaning (Pauzan, 2018).

The third is cue. Cue is the language used for manual communication and does not use voice. Gestures are used with body language and lip movements. In semiotics, cue are something that must be understood because with signs we can know what meaning is contained. When the use of a gesture is suspended, it will turn into a sign or symbolic (Pauzan, 2018).

Semiotics is one of the seven communication traditions expressed by Robert T. Craig as a communication theory. In the point of view of the semiotic theory, communication problems often become a misunderstanding in giving meaning that is influenced by semiotic codes or signs and using these signs. One of the well-known theories is the semiotics of Roland Barthes. Roland Barthes was the pioneer in developing Ferdinand De Saussure theory of semiology.

In theory, Barthes develops semiotics into two stages, namely connotation and denotation. The two meanings play an important role in semiotics. The first stage in the meaning of Roland Barthes is denotation. The meaning of denotation develops into connotative meaning and the third meaning that expands from the expansion of connotation is myth (Bintariana, 2018). There are several explanations for the meaning of denotation, connotation and myth.

1. Denotation

The denotation is a meaning that has a direct character and is a description for a sign. Denotation is the true meaning of a word and is objective in nature (Akmalsyah 2010). For example, a movie scene that says 'good monkey'. The denotation meaning of 'monkey' is a mammal of the primate species.

2. Connotation

The connotation is a second stage semiotic called Roland Barthes. The word connotation comes from the Latin 'connotare' which means 'to be meaning' and refers to a separate or different cultural sign from words in other forms of communication. The connotation is a word that has another meaning behind it or a meaning related to a word and it is figurative. (Septiana, 2019). In conclusion, the meaning of connotation is the idea or feeling that accompanies a word. Every scene in the movie has a message or code that will produce a hidden meaning in it to convey a message to the observer (Bintariana, 2017). For example, the scene movie said 'I like a shooting star'. The phrase of shooting star

3. Myth

Barthes states in his theory that myth is a development of the hidden connotations of objects in the signification process. The connotation marking system becomes ideology in society which is called myth. Myth is not a concept, idea, idea or object but myth is a way to express the message resulting from someone's speech (Sobur in Akmalsyah, 2010). For example, a shady and dense banyan tree gives rise to the connotation is `sacred` because it is considered the dwelling place of sentient beings find.

Aladdin is a 2019 musical fantasy movie originating from the United States and is produced by the world's largest movie company, Walt Disney Pictures. *Aladdin* is a 1992 movie adaptation. Previous *Aladdin* movies were animated, while the 2019 *Aladdin* movies were live action. This movie is a tribute to the animated version of the genie voice actor Robin Williams who died in 2014. The producers of the *Aladdin* movie are Dan Lin and Jonathan Eirich. This movie was directed by Guy Ritchie and co-written with John August. The main characters in this movie is Mena Massoud as *Aladdin* and Naomi Scott as a Princess Jasmine. The *Aladdin* movie is also played by several other supporting actors and actresses, namely Will Smith as Genie Marwan Kenzari as Jafar, Navid Negahban as the Sultan, Nasim Pedrad as Dahlia, Nurman Acar as a judge, Billy Magnussen as Prince Anders, Alan Tudyk as the voice of Lago and Frank Welker as Abu (Hasbullah and Parnuningsih, 2019).

Aladdin tells the story of a poor young man who lives with a monkey named Abu in a city called Agrabah. One day, he met Princess Jasmine at a market. *Aladdin* falls in love with Princess Jasmine. *Aladdin* asks the genie inside the magic lamp for help who can give him three wishes. With the help of Genie, *Aladdin* tries to get Jasmine and save the kingdom from Jafar's evil (Santia and Kurniawan, 2019).

B. Research Method

In this study, researcher focused on analyzing Roland Barthes semiotics theory in the Disney movie entitled "Aladdin" 2019. In analyzing Roland Barthes semiotics theory in this movie, the researcher uses a descriptive qualitative method. According to Sugiyono (2014, p.9) states that the qualitative method is a research method used to examine natural objects (as opposed to experiments), namely researcher as small instruments who carry out combined data collection techniques. Qualitative research methods are also research that can produce descriptive data in the form of speech, writing and behavior of the object being observed and to gain an understanding of something through an inductive thinking process.

According to Moleong (2013) states that data source are divided into four types, namely words and actions, written source, photos and statistics. The primary data source of this research is the "Aladdin" 2019 movie. Researcher gets this data source by using scene and script in the movie.

Data collection method is a method used by researcher in data collecting research by means of observation, documentation and non-responders questionnaire (Sugiyono, 2014,p.25). Data collection in this research focuses on scenes from the main characters of the movie that contain meanings or signs of denotation, connotations and myths in the Aladdin movie. There are several methods used by researchers to collect data in this study, namely;

Observing directly by watching and reading the script for the "Aladdin" 2019 movie. Listen and observe the conversation scenes performed by the main character in the "Aladdin" 2019 movie script to understand the meaning of denotation, connotation and myth in the movie. Record and categorize sentences that contain the meaning of denotation, connotation and myth contained in the movie. The data collection method can be done repeatedly by watching and reading the script for the "Aladdin" 2019 movie to get the data needed. Next, the researcher analyzes the results of the data collected to take the selected data to be presented in order to get good conclusions and results.

The data analysis method is the process of systematic searching and compiling data with the aim of finding useful information in research. According to Miles and Huberman in Sugiyono (2014) states that there are several stages in data analyzing qualitatively, namely data reduction, data display and conclusion or verification. In data reduction the researcher focuses on reducing the required data and classifying scenes that are included in the type of semiotic theory by Roland Barthes in the "Aladdin" 2019 movie. In data display the researcher presents the data using a semiotic analysis table using Roland Barthes theory to clarify the results of the research assisted by scenes and script in the Aladdin" 2019 movie. In conclusion and verification in this research use data analysis that will be carried out by watching the "Aladdin" 2019 movie repeatedly to understand the meaning of denotation and connotation in it, noting and marking scenes that contain denotative and connotative meanings, classifying the types of data found in the Aladdin movie, describing the meaning of denotation and connotation, explaining the types and meanings of semiotics by Roland Barthes found in the "Aladdin" 2019 movie and summarizing the research results.

C. Research Finding and Discussion

The researcher get the types of data through several scenes from the main characters of the *Aladdin* movie. Researcher found that there are 3 types of semiotics by Roland Barthes theory, namely denotation, connotation and myth.

a. Denotation

Denotation is a word or phrase that shows an objective, straightforward meaning, and has a real, general, or actual meaning. The meaning of denotation does not have a double or unambiguous meaning (Pateta in Rosita, 2016). In this types researchers find 21 types and meaning denotation. That is;

1. Scene 1, *Aladdin*: "It's a family **heirloom** that's worth a lot." The word '**heirloom**'; means of inheritance given to heirs or family.
2. Scene 2, *Jasmine*: "**Stealing**? No, I." The word '**stealing**'; means of taking other people's things without permission.
3. Scene 3, *Aladdin*: "You mean, this **bracelet**?" The word '**bracelet**'; means of gold jewelry worn on the hand.
4. Scene 4, *Aladdin*: "And that **silk** lining imported." The word '**silk**'; means of clothes made of silkworm thread.
5. Scene 5, *Aladdin*: "It comes from the **merchant boats**." The phrase '**merchant boats**'; means of boats that carries cargo or goods for rent by passengers.
6. Scene 6, *Jasmine*: "**Impressive**." The word '**impressive**'; means of an expression that leaves a deep impression or admirable.
7. Scene 7, *Jasmine*: "I was so **naïve**." The word '**naïve**'; means plain meaning.
8. Scene 8, *Aladdin*: "**Your majesty**." The phrase '**your majesty**'; means of a high-ranking person or sultan.
9. Scene 9, *Aladdin*: "um, my **boss**." The word '**boss**'; means of powerful person or leader.
10. Scene 10, *Aladdin*: "Do we need a **top knot**." The phrase '**top knot**'; means of tying hair above the forehead.
11. Scene 11, *Aladdin*: "We had a **connection**." The word '**connection**'; means of a relationship.
12. Scene 12, *Aladdin*: "You look very **serene**." The word '**serene**'; means of quiet.
13. Scene 13, *Aladdin*: "You are very **wise**." The word '**wise**'; means of smart and careful in action.
14. Scene 14, *Aladdin*: "We have **spices**." The word '**spices**'; means of a variety strong-scented plants as food flavors.
15. Scene 15, *Aladdin*: "A good **temperature**." The word '**temperature**'; means of a state or situation.
16. Scene 16, *Aladdin*: "Did I go too far with the **backflip**." The word '**backflip**'; means of somersault. Backflip.
17. Scene 17, *Jasmine*: "**Maps** are how I see the world." The word '**maps**'; means of directions pictures.
18. Scene 18, *Aladdin*: "You just have to see it from a different **perspective**." The word '**perspective**'; means of viewpoint.
19. Scene 19, *Aladdin*: "People don't see the real you when you're **royalty**." The word '**royalty**'; means of nobility.

20. Scene 20, Jasmine: "Cause I won't go **speechless**." The word *speechless*; means of shut up or quiet.

21. Scene 21, Jasmine: "And it **echoes** saying I." The word *echoes*; means of bouncing sound.

The researcher found the denotation meaning which contains real and objective meaning in the dialogues of the main characters in this movie. In this section, the researcher finds similarities in words that have real meanings and are in accordance with reality in scenes 1, 2, 3, 4, 10, 14, 15 and scene 17. Namely in the utterance of the words heirloom, stealing, bracelet, silk, top knot, spices, temperature and maps. In the scene 5 part of the utterance phrase the merchant boat explains about the use of objects in accordance with reality. Then the similarities that explain the feelings or situations that occur or contain real meaning are found in scenes 6, 7 and 20, namely in impressive, naive and speechless. Furthermore, the researcher found similarities that have real meaning in the situation to call someone who has power found in scene 7 and scene 8, namely the phrase your majesty and the word boss. Finally, the researcher found that objective words were similar in scenes 11, 12, 13, 16, 18, 19 and scene 21. That is utterance connection, serene, wise, backflip, perspective, royalty and echoes.

b. Connotation

Connotation is an idea or feeling that includes a word and has a figurative meaning or not the actual word. Connotation meaning is also an idea that accompanies a word which is followed by a literal or primary meaning beside it. In other words, connotation is a word or idea related to a word that conveys another meaning in the word (Marafad in Rosita, 2016). In this movie there are 13 types of connotations that have their respective uses and meanings in each scene.

1. Scene 1, *Aladdin*: "One jump a head of the **lawmen**." The word *lawmen*; means police or judge.

2. Scene 2, *Aladdin*: "**Street rat**." The phrase *street rat*; means the poor or the homeless.

3. Scene 3, Jasmine: "My **voice drowned** out in the thunder." The phrase *voice drowned*; means of being ignored or lost.

4. Scene 4, Jasmine: "If she saw what I saw today, she would be **heart-broken**." The phrase *broken heart*; has the meaning of feeling disappointed or sad.

5. Scene , Jasmine: "Soon he'd have them invading our neighbor, **risking lives**, for why?" The phrase *risking lives*; means of doing something dangerous.

6. Scene 6, *Aladdin*: "When the **moon above the minaret**." The phrase *moon above the minaret*; means midnight.

7. Scene 7, *Aladdin*: "I'm talking to a **smoke blue giant**." The phrase *smoke blue giant*; means of genie.

8. Scene 8, *Aladdin*: "**Periwinkle**." The word *periwinkle*; means color of clothes.
9. Scene 9, Jasmine: "Unbelievable sight, **indescribable feeling**." phrase *indescribable feeling*; means of exhilarating.
10. Scene 10, *Aladdin*: "New **horizon** to pursue." The word *horizon*; means of the firmament.
11. Scene 11, *Aladdin*: "You'd rather me back on the streets stealing to **survive**." The word *survive*; means of struggling from a difficult situation.
12. Scene 12, Jasmine: "Won't **tremble** when you try it all." The word *tremble*; means of afraid.
13. Scene 13, Jasmine: "Our **greatest challenge** isn't speaking up against our enemies." The phrase *greatest challenge*; means of problem.

In this section, the researcher finds words that contain other or additional meanings in scene 1, namely the word lawmen. The analysis in scenes 2, 8, 10, 12 and scene 13 on the utterance word or phrase street rat, periwinkle, horizon, tremble, and greatest challenge have similarities in analyzing meaning, namely having another meaning or not explaining the actual meaning of the word. While in scenes 3, 4, 5, 6, 9 and scene 11 in the utterance of voice drowned, heart-broken, risking lives, moon above the minaret, indescribable feeling and survive there are figurative meanings contained in the character dialogue scenes. Mainly describes the situation or circumstances. Finally, in scene 7 of the phrase smoke blue giant does not explain the actual meaning of the phrase but explains other meanings that have other meanings.

c. Myth

Myths are messages or rules that are believed to be true or have been established long ago. Myth in Roland Barthes theory refers to tradition in the everyday sense that arises from people's assumptions and beliefs about something that is believed to have its own rules and procedures in society (Rosita, 2016). In this movie, researcher finds 4 type of myth that have their own meaning in the *Aladdin* movie.

1. Scene 1, Jasmine: "They won't let her. Ever since my... the queen was killed, the sultan's been afraid. So **she's kept Locked away**." The phrase *she's locked away*; means that it has become a tradition or belief in society that women have a lower position than men.
2. Scene 2, Jasmine: "What foreign prince can care for our people as I do? **I could lead**, if only." The phrase *I could lead*; means of the rules a princess cannot be the leader of a kingdom, only a prince can become a sultan.
3. Scene 3, Jasmine: "I was born to do more than **marry some useless prince**" The phrase *marry some useless prince*; means of rules a princess must marry a prince not an ordinary man.
4. Scene 4, *Aladdin*: "I'm **your master**" The phrase *your master*; means of a guard or servant must obey the rules or wishes of his master.

Researcher find myths from situations or circumstances related to characters in the movie. In scene 1 in the utterance she's locked away. Here it shows about the traditions or beliefs about the rights of men and women which are shown in jasmine. Rules that require jasmine to obey his father. Next in scene 2 is the phrase I could lead which explains the beliefs and traditions regarding the leadership or successor of the kingdom. In scene 3 the phrase Marry some useless prince explains the traditions and rules of royal marriage. The last scene 4 in the utterance of the phrase your master explains the existing rules and public beliefs regarding the position between servants and their employer

D. Conclusion

The types of signs found are denotation, connotation and myth. The researcher found 38 types and meanings of semiotics by Roland Barthes consisting of 21 types and meanings of denotation, 13 types and meanings of connotation and 4 types and meanings of myth. From the explanation above, the types and meanings of denotation is more dominant and the least is myth. The results of this study state that the type of semiotics by Roland Barthes can be used to explain the meaning of semiotics contained in it. The type of Semiotics by Roland Barthes in this movie also has different meanings in describing something according to the reference to the word or phrase used in the movie scene.

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