



Representation Of Semiotics Analysis Of Moral Message In The Film "Iqro My Universe"

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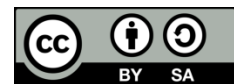
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ABSTRACT

This research is entitled "Representation of the Semiotic Analysis of Moral Messages in the Iqro My Universe Film". The purpose of this study is to analyze the moral messages in the film "Iqro My Universe". The method used in this study is a qualitative descriptive method to explain the moral messages in the film. The research subject is the Iqro My Universe film with a duration of 231 minutes consisting of 80 scenes in total and 7 scenes as objects of analysis. The theory used to analyze this research is the Mass Communication Model, and Semiotic Analysis by Roland Barthes which consists of denotation, connotation, and myth. The results of this study found that in the Iqro My Universe film there are 7 scenes or scenes that contain moral messages. Some of the moral messages that are divided into sub-themes/scene scenes that the researcher chose include, among others; First, every effort we make will never betray the results. Second, the children's family where we come and return. Therefore, family is the most important aspect in our life. Third, don't ever judge someone just from their appearance. Because the eye can only see, feelings can be wrong and negative thinking is a bad attitude that must be eliminated. The film Iqro My Universe teaches us that weak social beings like us cannot be separated from two factors, namely fellow humans and God.

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1. INTRODUCTION

According to the thought of a John Fiske, communication is the production and also the exchange of meanings, in which the emphasis of messages or texts interact with each other using humans in order to produce meaning (Fiske, 2012, p. 3)

Communication etymologically "communicato" comes from the word "communs" which means the same meaning. While communication in terminology is a way of delivering messages, various

information, and also symbols by a communicator to the communicant through exclusive media to achieve exclusive goals.

Joseph A. de Vito in his book *Comminology* (1982) divides the context of communication into intrapersonal communication, interpersonal communication, public communication, and mass communication (Cangara, 2005). Mass communication is communication that uses or originates from mass media, both print such as magazines and newspapers or electronic media such as radio, television, and film. According to Dennis Mc Quail, mass media has characteristics that can reach the masses in large and wide numbers, are public in nature that can put popularity in anyone in the mass media (Morissan, 2014, p. 480)

Innovations, which of course continue to exist in communication media, make the delivery of information more sophisticated based on the previous one, the other error is through films. As the oldest electronic media in the world, film has been closely related to people's lives. Film is defined as a cultural output and also a sense of self-actualization of art because films have powerful empirical stories to tell people's lives. Film as part of mass communication products is a mixture based on various technologies, such as photography and reordering, fine arts and literary/language theater to architecture and music (Effendy, 2006, p. 239)

Film is a product of mass communication whose characters are in audio-visual format that can express a message to a group of people. Film is also believed to be a powerful communication medium to express messages to the target audience, because of its audio-visual nature, films can tell a lot of stories in a fairly short time. When watching a film, the audience seems to enter into a space of imagination and time that can tell life stories and can even suggest audiences (Baran, 2012, p.23).

Many think that the film is just an entertainment show, there are also those who think that the film is a medium that can provide lessons for the audience. For film producers, it is not uncommon for them to create films based on exclusive experiences or concrete incidents which are then brought to the big screen. According to Irawanto (Sobur, 2003, p. 127) argues, "Films always record the empirical that grows and develops in society, then projects it onto the screen".

There are many ways of course so that we can convey messages to other people, one of them is through films. The natural film must have a message, both positive and negative (Jaquiline, 2014, p. 01). Some people may easily catch the messages conveyed through the film, but not a few people find it difficult to conclude what is the content of the moral message in the film. This makes sense because the level of ability of a person is different. So, according to that, analytical research helps the reader a little about the meaning of a film supported using compatible theories.

Film is an aesthetic work and a sense of news that has an entertaining nature and can serve as a vehicle for education for its audience. Not only in the field of entertainment, this type of mass media is also an effective messenger. Films that are comprehensive for the public are able to provide entertainment as well as provide messages in their works. For example, the moral message in the film will be analyzed by the researchers themselves.

Moral is a very crucial thing in human life. Because a moral person must have a positive soul in behaving both with himself and the social environment. A moral person certainly does not have a bad character because a positive soul is embedded in himself and his mind. Someone who has a moral character will not look down on someone's position, but always respects others. They also always provide a good model in their daily activities. For this reason, morality is the most important thing that must be owned by every human being in living life (Rizal, 2015).

The film that attracted the attention of researchers was a drama genre film from Indonesia entitled *Iqro My Universe*. This drama film raises the story of the greatness of the Koran and the

importance of science, especially in the world of astronomy. This is a follow-up film from the previous film entitled *Iqro Part I: Petualangan Reaching Bintang* where this film was previously known in 2018 and was included in the Islamic Film Festival in Japan. This film also represented Indonesian cinema in Bulgaria at the Sofia Menar Film Festival in mid-January 2020. This event is one of the most prominent Islamic-themed film festivals in the Balkans, followed by Middle Eastern countries, the Asian continent, to the Maghreb countries. The film's rating is not only hypnotizing the audience from Indonesia, but also to the European continent, for example the white country of England to Australian citizens.

The creation of this extraordinary idea in the film *Iqro My Universe* which combines Science and Technology (Iptek) and Faith and Taqwa (Imtaq) has succeeded in creating new colors and impressions for Indonesian cinema. This is in line with the opinion of B.J. Habibie, the third President of Indonesia, who said that there are three basic principles for implementing Pancasila values in order to achieve strong resilience, namely religion, science and culture.

The second *Iqro My Universe* film series is very thick with Islamic nuances. This is easily seen from the title alone, namely *Iqro* which in Arabic means "read" which takes inspiration from the first surah revealed by Allah, namely Surah Al - 'Alaq. Then there are still many female actors who wear the hijab, using the background of the month of Ramadan until Eid al-Fitr.

In today's modern era, films are not just aiming for quantity in the form of ratings. However, there is also a need for quality that still exists in the film itself, for example in the form of educational messages of positive values that can be taken from within the film itself. Therefore, in the *Iqro My Universe* film, there are many very educational messages, the only error is a moral message that reflects the moral life of the caliph of the earth and causes the Qur'an to be a way of life.

In the film that the writer will examine, the moral message that is raised in the form of the meaning of the production from the representation of a producing process becomes meaning. So, the focus of this research is the meaning of the moral message in the film *Iqro My Universe*.

A hadith also mentions, From Ibn Abbas that a man said, "O Messenger of Allah, may Allah bless him and grant him peace!" What is the great sin? The Prophet sallallahu 'alaihi wa sallam said: The great sin is polytheism in Allah, despair from Allah's bounty, and despair of Allah's mercy. (Al-Haitsami said it was narrated by Al-Bazar and Thabrani the narrators were trusted, As-Suyuti and Al-Iraqi published the hadith here).

The verses and hadith above are expected to be a guide for all humans to never give up in living life as did qilah in the film *Iqro My Universe*. This message is expected to be felt by the audience through this film which can then be applied in everyday life.

Messages can certainly be obtained using the study of semiology. Semiology is the science of indications that assumes that social signs or public life and civilization are indications. In this research, what the author intended as a code was the film *Iqro My Universe*. Film is also a field for relevant analysis using the science of symbols. The film is essentially made using a variety of indicators that can work together at the same level as well and with the aim of getting the desired effect.

2. RESEARCH METHODE

In this study, the type of method used is a descriptive research method from a qualitative method. Qualitative research methods have a function to explain in the form of phenomena or objects of comprehensive research through collecting data in as much detail as possible. In research, this research certainly does not prioritize how large the population or sampling is, even

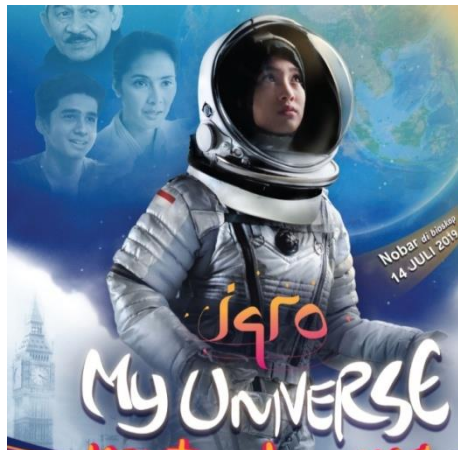
the population or sampling can be very limited. If the conclusion is drawn, it is actually a qualitative research type that prioritizes (quality) data rather than how much (quantity) data.

In this research, the descriptive qualitative method will explain, describe, write, analyze and interpret a meaning or symbol implied in the *Iqro My Universe* film, calm the meaning of the moral messages contained in the characters, the dialogue scenes are marked through spoken language and the meaning of the moral messages conveyed. contained in the object of research in the cinematic film.

3. RESULT AND ANALYSIS

In the *Iqro My Universe* film, there are 80 scenes in total with a duration of 110 minutes. However, only 8 scenes are the focus and subject of the author's research. Because it is in this scene that contains a moral message as the initial goal of this research. The moral message itself has the meaning of human attitudes and behavior in their environment. How humans are able to sort out what is good and what is bad in their behavior in daily life.

The reference in this research is in the theory of Semiotic Analysis from Roland Barthes. In the Roland Barthes method, there are signifiers and signifiers (denotative and connotative signs) as well as myths. And the sample in this study is a certain scene which contains an implied meaning and there is a representation of the moral message in the film *Iqro My Universe*.



Film is one of the products of electronic mass communication. Delivering messages through films is considered effective because of its audio-visual nature, making it easier for anyone to digest what is conveyed in the film. Seeing this, films have become the most favored works in the community because they show live pictures as if they are playing the realities of life. Films are created with different types, styles and stories. Anything can be filmed and then shown so that it becomes a complete product. Not only that, the development of increasingly sophisticated films with the help of technology has made films a masterpiece that will never be destroyed or abandoned.

The way of conveying messages through films is very effective because films display characters and dialogue simultaneously which aims to convey messages. One of the moral messages. The characters and storylines in the film are expected to convey good morals to the audience. Moral values are considered as the basic idea of a film. The basis is because conveying a message will create a different effect than reading a piece of writing without movement and dialogue. The moral in question is the scope of all human behavior in society, both good and bad deeds.

The attitudes and behavior of the characters in the *Iqro My Universe* film have good and bad moral messages that often occur in social life cycles. One example of good morals in this film is when a teenager who doesn't give up easily to achieve his big dream. The attitude of caring for the environment also appears in this film. Another example is that every human being must be able to think positively in order to accept whatever happens in life, considering that life doesn't always go smoothly the way we want it to. In addition, balancing the affairs of the world and the hereafter is the next moral so that humans do not forget to always be grateful while living in this world. Even though humans have sky-high ideals, don't forget to be pious to the creator of the sky with all its contents.

The results of the representation in this study found several results from the semiotic analysis which explained about the signifier and signified as well as denotative and connotative meanings. The analysis of the moral messages found in the film is produced through the scenes in the film that are played by each character. And in some scenes created some form of social construction or what is called a myth.

Moral Message In The Film “Iqro My Universe”

Through several scenes in the film *Iqro My Universe*, several moral messages were found in the film which were the result of an analysis using Roland Barthes' semiotic theory. First, every human being who has high dreams must cultivate persistence, seriousness and hard work to achieve them. Even though sometimes life doesn't go the way we want, but by believing that failure is only a delayed success, if there is still time to get up again then there is an excuse to get back up again. The efforts made by Aqillah give a positive message so as not to give up easily because there will always be good people who will provide full support and there is always Allah SWT who is good and knows what is best for our lives.

In the film scene, there is also a message that the audience wants to convey not to judge someone from their appearance and social status because the benchmark for a person's good or bad attitude is not from appearance but how he behaves to fellow humans and God.

This film, which focuses more on the world of teenagers, also tries to convey a moral message, namely the support of family and people around us teaches us that in this world we are not alone. We will always be surrounded by good people. Like Aqillah who tries to realize his dream of becoming an astronaut like Opa, he always gets support from his family even though one cannot predict the future whether that dream will come true or not.

In the film, there is also a Fauzi character who always thinks about the fate of his family. He wants to always be with his family and sacrifice his youth. Of course his parents did not agree because the task of a child is not to think about the fate of the family's economy but to learn to reach their goals. This teaches us that money is not the only happiness of a person. Even though they only live with a father and grandmother who only have income from selling crackers, the main happiness that Fauzi's father and grandmother want is not to have a lot of money but to see Fauzi become a pious child and be able to enter a boarding school through a scholarship.

Another message that is also found in Fauzi and Bang Codet's characters is not to judge someone by their appearance. Many people are easy to judge a person's attitude and future from his appearance alone. Though not necessarily people who dress badly have a bad attitude and vice versa. Appearance is just a style for a person's attitude can certainly be seen from how he behaves in his environment.

Although the *Iqro My Universe* film does not show many conflicts, the *Iqro My Universe* film tries to give a message to the audience how a Muslim should live life in the world and how to solve life's problems in the best way. The director also wants to convey the message that humans

already have their own destiny, whether it's good or bad. The time of success for each person must also be different, some are immediately granted, some are not. Even so, everyone must have had success at the right time. This means that humans have no right to blame the situation, all that needs to be done is to keep trying as best they can and accept whatever the end result is sincerely.

The final scene of the film *Iqro My Universe* is the answer to all the problems that occur in the film. Where Aqillah's long wait to be able to visit the National Space Center in Leicester England finally materialized. Not just one dream, at the same time Aqillah's three big dreams came true. These are all the fruits of Aqillah's hard work, persistence and patience who managed to pass all the tests and challenges in her life. This positive message is intended for young Indonesians not to give up easily with the situation. Whatever challenges you are facing, rest assured that there will be a rainbow after the rain. Everything will be beautiful in its time and everyone has had the right time when he will be happy. This film also reminds us of an extraordinary person who does not come from an ordinary story like the story of Aqillah who wants to become an astronaut to carve out a very extraordinary story.

4. CONCLUSION

Based on the results of the analysis described above, there are several conclusions including:

1. There are seven signs of the meaning of the moral message in the *Iqro My Universe* film. The film, which has a duration of 230 minutes, has several aspects such as the setting and setting of the film, shooting techniques, characters and dialogue between characters, scenes showing the moral message in the film.
2. The results of the analysis carried out by researchers using the semiotic theory of Roland Barthes found three moral messages displayed through denotative meanings, connotations and myths in the film *Iqro My Universe*. First, every effort we make will never betray the results. Second, the children's family where we come and return. Therefore, family is the most important aspect in our life. Third, don't ever judge someone just from their appearance. Because the eye can only see, feelings can be wrong and negative thinking is a bad attitude that must be eliminated. The film *Iqro My Universe* teaches us that weak social beings like us cannot be separated from two factors, namely fellow humans and God.

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