REPRESENTATION OF MORAL MESSAGES IN LITTLE MOM FILM (ROLAND BARTHES' SEMIOTIC ANALYSIS)

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Article Info

ABSTRACT

This research wants to see and examine the meaning (moral message) shown through a film, through the signs in each scene (story scene). The sign in question can be in the form of scenarios, images, text, scenes and so on. These signs are studied using semiotic analysis to find out the hidden meaning of a sign. The film that is of concern to the writer is the film Little Mom. The film Little Mom is based on a 2018 health organization (WHO) journal about the lives of teenage girls who become pregnant out of wedlock. This film tells the story of teenage children by showing the twists and turns of teenage problems between love, dreams and also the future. This study aims to determine the form of the moral message in the film Little Mom and to understand the meaning of the moral message contained in the film Little Mom. This research is a descriptive qualitative research, where this research will analyze, record, describe and interpret the meanings, symbols contained in the film Little Mom related to the meaning of moral messages using the theory of semiotic analysis by Roland Barthes.

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1. INTRODUCTION

Now the world of cinema has created many films with various educational meanings, one of which is about the meaning of sexual education. These films are packaged in such a way that the audience can understand the positive meaning contained in the storyline without the need to see the negative side of the film.

Initially, the Little Mom film had its pros and cons at the time of its screening. Many individuals are concerned about the increasing number of teenagers who perceive sexual relations and pregnancies outside of marriage as acceptable. However, by containing elements of premarital sex, it is very likely that this film will be useful in providing an understanding of free sex among teenagers. Not only does it depict pregnancy from an illicit relationship, but this film also emphasizes the mood that a pair of teenagers experience when they have to experience something

that shouldn't have happened. Unlike the previous films, Little Mom is a reminder for all teenagers. Because the plot of the film depicts the difficulties faced by Naura after finding out about her pregnancy. Naura had to give up her dream of becoming a doctor because of her pregnancy. Besides that, Naura must face the harsh reality that the man who got her pregnant left her.

The film Little Mom does not only tell about love and free sex, but in this film there are also cases of bullying and also the attitude of a child from the Broken Home family. This film was created from a scenario that is full of moral meanings that are displayed in each scene. Therefore, researchers are interested in examining how the moral message in the Little Mom film is conveyed. It is very likely that if this film is interpreted carelessly, it will be able to plunge the audience into it. So in this case the writer chose the film "Little Mom" as research material to be examined using semiotic analysis. So, the writer chose the research title "Representation of Moral Messages in the Little Mom Film (Roland Barthes Semiotic Analysis)".

Based on the main issues above, this study asks a question, namely: How is the representation of the moral message in the film "Little Mom" based on Roland Barthes' semiotic analysis?

Roland Barthes' Semiotic Theory

Roland Barthes' semiotic theory is a continuation of Saussure's thought (Saussurean semiotic theory), where Saussure is more interested in the complicated way of forming sentences to determine meaning than the fact that the same sentence can convey different meanings to different people in different situations. Barthes extends this notion by highlighting the interaction between text and the personal experience and culture of users using it, as well as the interaction between experienced and expected conventions. The order of marking is a concept put forward by Roland Barthes, which includes denotation (true meaning) and connotation (a double meaning born of cultural as well as personal experience). The point of difference between the theories of Saussure and Barthes is this.

Roland Barthes has three semiotic concepts: denotation, connotation and myth.

a.   Denotation

What everyone feels without identifying with society, culture or philosophy is denotation. In other words, denotation is the interpretation of meaning based on visual signs. The first level of significance system of the signifier is known as denotation. It shows the direct meaning or basic meaning with the simple term "denotative" (Farah Anum, 2017: 6). Denotation can also be interpreted as the meaning that is felt according to the words themselves (explicit). The first level of Roland Barthes' signification is this denotation.

b.   Connotation

Used by Roland Barthes to describe sign. The second level of meaning is connotation. The level of marking that explains the relationship between the signifier and the signified in which there is an explicit, indirect, and ambiguous meaning is called connotation. Cultural circumstances and myths can affect connotative meanings. To identify the connotation of an object, careful reading is required so that the object reveals several meanings. Connotations are usually associated with ideological operations known as myths, which serve as a means of expressing and justifying the dominant beliefs prevalent at the time. Connotative signals, according to Barthes' definition, not only have an additional meaning, but also contain two denotative signs that explain their existence.

c.   Myth

Is a series of pre-existing semiological chains. The connotative meaning that develops into the denotative meaning, then the denotative meaning will become a myth. Myths are statements or proverbs that are widely believed to be true but are difficult to verify. The most important aspect of the story is not the message but rather, the most important aspect of the myth is its meaning. A sign has a denotative meaning, which becomes a connotation, and a myth is a connotation that is considered true based on other connotative meanings.

Representation is defined as an image or depiction. Representation can also be defined as a visual depiction of something that exists in life and is depicted through a medium.

In the representation of cultural studies, we are always faced with questions related to how the world is socially constructed and presented (Barker, 2008: 192). According to Chris Barker, representation is a social construction which requires analysis of how meaning is formed in various situations. Representation is basically something outside of himself that is trying to convey.

Representation does not only point to himself, but also to other people (Piliang, 2003:28). Meanwhile, representation is a method of recording wrong ideas, knowledge or messages, according to Marcel Danesi (Marcel Danesi, 2010: 3-4). In fiction, representation is described as the use of signs or symbols to represent everything that has been absorbed, imagined, or felt.

2. RESEARCH METHODE

This study uses qualitative research methods. This type of research requires a sequence of actions or procedures aimed at obtaining knowledge of the exact conditions of an object's life, which are then associated with a theoretical or practical solution of a problem. Qualitative is a procedure contained in a study, which will produce descriptive data in the form of written or spoken words from people and behavior which can be observed.

In the qualitative approach, data sources are considered as something that is mandatory in research, because through the accuracy of data sources, good and successful research can be produced. Data in the form of phrases or narratives are collected from research subjects and respondents using data collection techniques, then processed to produce a conclusion that will provide answers to research questions which have been submitted (Herdiansyah, 2012: 116).

This research will be carried out in Medan, North Sumatra, where the researcher lives. Because the focus of the study is films that can be watched anywhere, researchers do not need a specific location. Researchers can view the video in various locations, including at the researcher's house (Namorambe Shelter Road), as well as campuses, libraries, cafes, parks and other public spaces. The length of research time will be calculated from the time the researcher completes the proposal seminar.

In this study, the primary data was obtained based on the video footage of the film Little Mom which had been downloaded or watched live via the WeTV or Iflix applications. The film will be watched several times at least until the researcher is able to interpret the messages. Researchers will select several pictures or scenes from the film Little Mom.

Data that supports primary data is referred to as secondary data. In this example, the researcher uses additional sources of information from literature, such as dictionaries, books, the internet, and journals, to collect information about moral messages, films, and semiotic analysis. In order to produce credible data the authors use observation, documentation and literature review techniques.

3.   RESULT AND ANALYSIS

Explanation of the Moral Message

Naura, who has been well cared for by her parents since childhood, so that one day she can become a child who can achieve her goals. Naura's parents always advised Naura to study hard and not date first so she could focus on her future. This shows that Naura's parents have great hopes for their child. In this scene, the director wants to convey that every parent wants the best for their child in the future. Whatever the parents will do to meet the needs of the child. Support along with morals is always given so that children are not wrong in living their lives.

Naura's regrets appear in the scene after they commit adult acts. This indicated that there was no long-term attitude towards what Naura and Yuda had done. Naura who is a smart child with Yuda who is famous as a basketball athlete at school does not rule out the possibility of doing wrong things. This means that the film director wants to convey the message that anyone can commit bad deeds regardless of their background.

Naura's regrets continued by not speaking, being ignorant, uncomfortable and afraid of Yuda. What they have done has not only impacted them, but also impacted their families, schools and even Naura's womb.

As shown in the film, Naura and Yuda are dating without the knowledge of their parents. What the director has shown in the film is a form of the dangers of dating. Moreover, without the supervision of parents who will only have a bad impact.
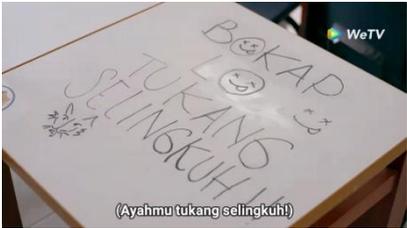
Gambar	Dialog
Gambar 1 Episode I Durasi 28:50	"Papa Celine: Papa ngedidik kamu agar selalu menjadi posisi pertama!"
Episode I Durasi 29:46	"Tanpa Dialog"

Explanation of the Moral Message

Hard and firm are two different things. Sometimes parents teach their children to be disciplined to be too firm, causing acts of violence, both physical and verbal violence. Both have bad consequences for the growth and development of children. Like what Celine's father did, which made Celine a tough child and not afraid of anything. Celine also dared to commit violence against her friends at school.

Children who are used to violence from the family environment will usually grow up to be insecure individuals. They tend to be children who like to lie and have no understanding of good and bad values in themselves.

In Islam educating children with violence is highly discouraged. However, if a child makes a mistake, parents have the right to punish the child, but with certain limitations. The best example and role model for Muslims is the personality of the Prophet Muhammad in educating his children. He was very loving and never even hit his wife or child.

Gambar	Dialog
Episode I Durasi 21:30	"Guru: Keenan! Kamu kerjanya buat masalah terus. Tidak pernah ngerjain tugas, tidur dikelas, melawan guru."
Episode II Durasi 06:20	"Tanpa Dialog"
Episode II Durasi 06:45	"Tanpa Dialog"
Episode II Durasi 08:08	"Tanpa Dialog"

Denotas: Figure 1: Keenan and other students are reprimanded by the teacher at school for making mistakes.
Picture 2: Keenan sees his desk full of writing.
Figure 3: Keenan beats the person who wrote off his desk.
Figure 4: Keenan's parents are still fussing over the issue of keenan's custody and also business matters.
Connotation: Figure 1: The teacher is supposed to rebuke his students if they make mistakes. This includes the teacher's concern for his students.

Figure 2: There was writing on Keenan's desk containing ridicule of Keenan's parents and this action was a type of bullying.
Figure 3: Someone who gets ridiculed, especially about his family, the child will definitely be angry.
Figure 4: It is inappropriate for parents to still argue about trivial matters in front of their children. This will further disturb the child's psyche.
Myth: Children who live in broken home families are more likely to have deviant behavior, behaviors that disturb the peace of their surroundings and their learning environment. As depicted in the film, Keenan is in a broken home family.

Explanation of the Moral Message
Broken home is always synonymous with divorce due to quarrels, infidelities and domestic violence. Ideally, the family is where children grow and develop mentally and physically healthy. But there are conditions that make the emotional needs of children not fulfilled properly. For example parental quarrels, violence and broken home family communication patterns that can make children unable to express their feelings.

Disunity and unhealthy broken home family structures can have a negative impact on the development of children's mental health. A broken home will have an impact on the child's life, such as emotional problems, social problems, educational problems, excessive anxiety and changes in the child's role. For this reason, in order to avoid this impact, divorced parents should maintain a good relationship with their ex-spouse in order to raise children so they don't feel things they shouldn't feel.

Gambar	Dialog
Episode I Durasi 35:38	Yuda: Om, Tante. Tolong kasih Izin.
Episode 1 Durasi 58:67	"Tanpa Dialog"
Episode II Durasi 03:15	"Tanpa Dialog"

Denotation: Figure 1: Yuda meets Naura's parents.

Figure 2: Naura holding the test results which show two red lines.

Picture 3: Yuda is in an airplane looking out the airplane window.

Figure 4: Naura's parents look disappointed and angry with Naura for her actions.

Connotation: Figure 1: Yuda meets Naura's parents to ask for permission to be given their blessing to date Naura. Yuda's attitude seemed to show that he was a brave man and could be responsible for his relationship with Naura.

Picture 2: Naura who finally decided to check her condition using a pregnancy test kit. The result is 2 red lines which means Naura is positively pregnant. With this situation, Naura increasingly regretted what she had done with her boyfriend.

Picture 3: Yuda prefers to move to Japan with his parents and leave his responsibility to Naura. Yuda looked out the window as if indicating that inside he was filled with regret. However, due to fear of his parents, Yuda prefers to remain silent and hide his mistakes.

Figure 4: Naura's father was furious about what had happened to Naura. Naura was so sorry for what she had done that she knelt to apologize to her father. Naura's parents were very disappointed, especially when they found out that Yuda had left Naura and was running away from his responsibilities.

Myth: Figure 1: Parents' blessing is the most important thing for someone who is going to take a relationship to a more serious level. Someone who dares to meet parents to ask permission to date their child shows that someone is serious about going out with their child. If parents choose to bless their children's happiness, they must be prepared for the risks that will occur with these

lovers. Just like Yuda, who dared to ask permission, but he and Naura instead had an illicit relationship without their parents' knowledge.

Figure 2: Humans always use a pregnancy test kit to check whether they are pregnant or not. If you get 2 blue or red lines, it means you are positively pregnant. Couples who have sex outside of marriage will generally feel a number of impacts such as feeling quite large emotions such as stress and contracting venereal diseases.

Figure 3: Teenagers tend to have unstable traits. Therefore, Yuda is still confused about choosing between being responsible for his actions and disappointing his parents, or preferring to hide everything in order to avoid disappointing his parents.

Figure 4: One of the biggest fears of parents who have teenage children is if the child becomes pregnant out of wedlock. When children admit that they are pregnant, parents usually do things out of bounds because they are unable to control their emotions. Parents will feel incredibly disappointed and children will feel their world is destroyed in an instant.

4. CONCLUSION

From the elaboration of the researcher's analysis regarding the meaning of denotation, connotation, myth and adding an explanation of the moral message in the scenes of the Little Mom film contained in the previous chapter, the researcher can draw conclusions, namely: The form of the moral message in the film "Little Mom" is denotation, connotation and myth. The meaning of the denotation contained in the film Little Mom is in the form of a series of conflicts experienced by Naura who experienced pregnancy and forms of problems from a less harmonious family. The meaning of the connotations contained in several film scenes that have been analyzed above are in the form of selfishness, regret, disappointment, harmony and responsibility, so that myths contain positive messages or advice related to morality.

The moral message shown in the film Little Mom, namely: Obey parents' orders and not be selfish so as not to cause regret. Educating children hard will only make children depressed. Being a good parent is important even after a divorce. Breaking promises and not being responsible for our actions will only disappoint the people around us. Every problem has a way out and suicide is not the right way to solve it. Face every problem with patience and sincerity. Responsible in every action.

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