



Representation Of Ferdinand De Saussure's Semiotics In The Film Jakarta VS Everybody

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ABSTRACT

The purpose of this research is to find out the semiotic representation of Ferdinand De Saussure in the film Jakarta vs Everybody, to find out the signifier conveyed in the film Jakarta vs Everybody, to find out the signified conveyed in the film Jakarta vs Everybody. This type of research is descriptive qualitative using Ferdinand de Saussure's semiotic analysis method. In his method he develops two systems, namely the signifier, the signified and the meaning contained and conveyed in it. This film tells the story of the life of a young man from Padang, West Sumatra who migrates to the metropolitan city, namely Jakarta to fulfill his dream. But instead of getting a life according to what he wished for, Dom instead gets a rather winding and complicated life. Early in his life in Metropolitan City, Dom met a drug dealer and offered him to become a drug courier. The results of the study draw conclusions regarding the signifier and signified and the meaning of the film, namely this film is more directed towards a moral message, which can be seen from the scenes per episode.

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1. INTRODUCTION

Media that is tied to human life is film. Film is a medium for conveying messages and has two meanings, namely unclear meaning and clear meaning. Films can reach various levels of society, films influence society through the messages contained in the film itself. The message expressed can have a positive or negative impact, as a result it can influence and create the audience's point of view regarding the information available in the film being shown. Apart from that, films are works of art that depict beauty. Film is a media of information that is needed as a medium of entertainment and a medium of learning for its audience.

Film is one of the most popular mass communications in the media. Film is a medium that regulates people's social behavior and media that is made according to instructions in making

films, as a means of communication media, films are used to shape actual reality (Dennis McQuail, 1994, p. 14).

One of the films that attracted attention was the film *Jakarta vs Everybody*. The film *Jakarta vs Everybody* is a film directed by Ertanto Robby Soediskam with a drama genre. This film is a film produced by Pratama Pradana Picture. This film will be shown starting March 19 2022 in online cinemas. The film *Jakarta vs Everybody* depicts the dark side of the metropolitan capital Jakarta for migrants. This film also tells the story of the life journey and perseverance of a man nicknamed Dom, played by Jefri Nichol, in order to achieve his dream, namely becoming a film star. At the beginning of the film, it tells the story of a man nicknamed Dom, who comes from Padang, West Sumatra, who migrates to the metropolitan city of Jakarta to make his dream come true. However, instead of getting the life he dreamed of, Dom instead gets a life that is rather winding and complicated. At the beginning of his life in the metropolitan city, Dom met a drug dealer and offered him to be a drug deliveryman.

The reason the researcher chose the film *Jakarta vs Everybody* for his research was because the film is a representation of the reality of the life of a young man who is looking for identity in a big city. It is interesting for researchers to study the film in more detail, using Ferdinand De Saussure's semiotic representation through the images and stories presented in the film. Semiotics is a scientific method or analytical method that deals with signs (Alex Sobur, 2017, p. 15). A sign is something that can describe something (in the mind of someone who thinks about it). Representation of a film is a retelling of the contents in the film's story.

From this background, researchers were very impressed to study the film directed by Ertanto Robby Soediskam "*Jakarta vs Everybody*" as a research object. The researcher chose this film because he saw many signs and meanings in the film. Because of this, the researcher wants to raise the problems in this film by taking the title "*Semiotic Representation of Ferdinand De Saussure in the Film Jakarta vs Everybody*".

2. RESEARCH METHODE

This type of research approach is a qualitative approach which is a series of procedures in searching for and finding information on an object, then connected with a problem solving through a theoretical and practical point of view. From the qualitative method, the researcher selects and arranges the data needed in the research, then classifies it to make it more specific (Moleong, 2006).

Descriptive qualitative research is utilized to analyze and interpret the meanings and signs found in the film under study entitled *Community Service in the Village of Dancers* which is related to the meaning of the moral message found from the characters and dialogues contained in the cut images in the film scene. Ferdinand de Saussure semiotic approach is used and used as the main theory in research. Ferdinand de Saussure semiotics is determined because in this semiotic model it can be used to explore the meaning behind various signs and uses a two-stage signification process where the initial stage is the decomposition of connotations, so that connotations can produce various discoveries and myths from these meanings.

3. RESULT AND ANALYSIS

After observing several scenes in the film, the researcher will analyze the data that has been determined by the moral values of the film. Researchers focus on scene analysis with regard to the representation of moral values. What is meant by moral in the film is the attitude and behavior of humans in their daily lives and as a determinant of what is right and wrong. This analysis is based on a semiotic analysis by Roland Barthes which looks at the meaning of denotation, connotation

and myth in each scene of the film *KKN Di Desa Penari*. The researcher took several scenes where there is a representation of a moral message in the film, namely as follows:



Bookmark : There is a young man named Dom who is a movie star. Seen Dom who was at a location where the film was shot by driving a car.

Sign : Describes that Dom is doing a scene driving a car in a shooting location. Dom is the main star in the film.

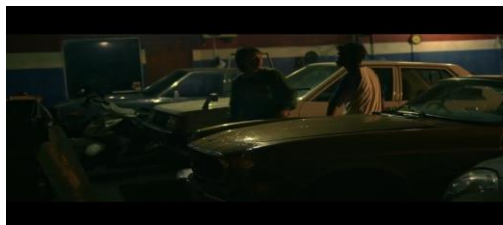
Second Scene Analysis



Foreshadowing : One of the film crew who suddenly hits Dom on the head. It can be seen that Dom came to one of the film's crew and replied to what one of the film's crew had done to him because it was not stated in the script that he would be treated roughly.

Signs: Describing that Dom does not accept what happened to him, he feels that he is being treated arbitrarily by one of the film's crew. Therefore, he responded to the actions of the film crew by giving him a blow. The thing that made him even hotter was because the scene was not in the script that he would be treated roughly, as a result a fight between the two of them ensued without ending the two of them being separated by other crews who were at the shooting location.

Third Scene Analysis



Third Scene Illustration

Marker: The owner of the rented house occupied by Dom is collecting a debt from Dom. The landlord forced Dom to immediately pay his debt, because Dom often procrastinated, he responded casually.

Signs: This scene presents a Dom must be responsible for his obligations to pay the rent he occupies. In this case, he asked to be given time to pay off his debt, which means that everyone must be able to keep their promises as a form of discipline in life.

Fourth Scene Analysis



Fourth Scene Illustration :

Annotation: Dom meets a husband and wife in front of the supermarket, it appears that the car owned by the husband and wife has broken down and Dom offers to help them but on the condition that he asks for something in return.

Foreshadowing: The scene shows Dom doing whatever it takes to get money to support his life, even by offering the energy he has to help the husband and wife who have broken down in the car they are driving.

Fifth Scene Analysis



Marker: Dom is given a reward but Dom refuses it because Dom feels he is not getting a reward according to what he has done.

Signs: This scene represents Dom wanting to be given a wage that is in accordance with what he has done in the sense that he wants to be given something more. Dom refused the compensation given by the husband and wife and asked to find a new rent in exchange for the reward.

4. CONCLUSION

The signifier for the film Jakarta vs Everybody scene 1-41 is the form used by Robby as the director as a medium to convey the message of the film's story in the form of a young man's struggle to find his identity, he wants to become a famous film star in a big metropolitan city.

The signified (Signified) of the film Jakarta vs Everybody scene 1-41 is the type of message from the signifier in the form of daring to fight when treated arbitrarily by other people, remaining focused on achieving dreams, limiting oneself from lust, the struggle for life is not easy, then mutual helping is the key, dare to forgive yourself to change for the better.

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