

Semiotic Study Of The Animation Film Mother's Power: Representative Of Women's Power

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Abstract. Research using Charles Sanders Peirce's semiotics in animated films is based on his triadic approach, namely icons, indexes, and symbols, which are used to understand the hidden meaning in every visual and narrative sign. In the context of film analysis, semiotics functions as a tool to dismantle and understand the structure and meaning contained in visual and narrative elements. This analysis can be done using Peirce's icon, index, and symbol approach. Researchers see how these signs play a role in forming the film's main theme or message. Researchers interpret the meaning of these signs in the social, cultural, or ideological context represented by the animated film. This approach is important for understanding how animated films reflect or influence social views on the themes discussed, such as the role of mothers or families. This interpretation also involves analyzing whether these signs contain social criticism or certain moral messages. Based on the results of the analysis, the audience not only sees the mother as a character but also as a symbol of inspiring strength, which can ultimately shape the audience's perception of the importance of the role of mothers in everyday life. Indirectly, the peace that occurs because there is a strong mother figure in carrying out the rebellion, the strength that was born within her because of the sad circumstances of life, the heartbreaking loss, the circumstances full of suffering. From the film it can be seen that the strength and sacrifice of a mother is extraordinary.

Keywords— Semiotics, Mother, Animated Film, Power

1. INTRODUCTION

In animated films, especially those that feature themes of family or intergenerational relationships, the mother character is often presented with various attributes and symbols that have implicit meanings. Through the study of semiotics, we can understand how the visual language, dialogue, and actions of the mother character shape the perception of the strength, resilience, and compassion inherent in the role. This study is relevant considering that animated films are not only intended for children, but also have universal messages that can touch various ages and backgrounds. Animation often utilizes visual symbols to convey emotions and values effectively. In this context, semiotics functions as an analytical tool that allows us to explore the deep meaning behind the images, colors, expressions, and narrative settings used in the film (Kartini et al., 2022).

This research is important to do because the role of mothers in animation often reflects cultural and social values about the role of women and family. By analyzing the representation of maternal power in animated films through a semiotic approach, we can understand how these messages are constructed and perceived by the audience. This study also contributes to the discussion about the influence of animated films in shaping society's views on the role of mothers, and how these symbolic aspects can provide inspiration, especially in promoting positive values about the strength and affection of a mother. This study focuses on analyzing

the meaning behind the symbols, signs, and visual representations used to depict the role and strength of a mother. (Aini & Wijayanti, 2022)

Research using Charles Sanders Peirce's semiotics in animated films is based on his triadic approach, namely icons, indexes, and symbols, which are used to understand the hidden meaning in every visual and narrative sign. Animated films, with their strong visual characteristics, provide ample space for exploration of signs that can provide complex and rich meanings for the audience. (Diajukan et al., 2016) In this context, Peirce's semiotic approach is relevant because it allows researchers to dissect how visual signs in animated films create emotional experiences and convey certain messages. Icons, which have a direct resemblance to their objects; indexes, which show a causal or existential relationship with their objects; and symbols, which rely on conventions or social agreements to give meaning to their objects. By applying this theory to animated films, we can analyze how characters, objects, colors, and other visual elements are used to construct meaning. For example, the protagonist (mother figure) in animation may be an icon of strength or courage, while the environment or events that occur can be an index that points to the character's emotional condition. (Aini & Wijayanti, 2022).

Every visual and audio aspect is carefully selected to convey a specific message. The use of Peirce's semiotic theory allows us to see more deeply how animation not only presents visual entertainment but also shapes the audience's perception of various concepts, such as goodness, heroism, or even social criticism. By understanding the use of these signs, we can identify how animated films can function as an effective medium in shaping social perceptions and values. This research also contributes to the study of film and language, especially in understanding how animated media utilizes visual signs to communicate/language with audiences from various cultural backgrounds and ages. With Peirce's semiotic approach, we can explore how the meaning of language, both verbal and non-verbal, in animated films is constructed in depth, opening up new insights into the role of signs in forming a significant viewing experience.

2. LITERATURE REVIEW

Semiotic Charles Sanders Peirce

Charles Sanders Peirce introduced a triadic semiotic approach that was very influential in the study of visual media, including film. Peirce divided signs into three components: representamen (the physical form or appearance of the sign), object (the object or referent to which the sign refers), and interpretant (the meaning or interpretation of the sign). Peirce also

classified signs into three categories, namely icons, indices, and symbols, which distinguish signs based on the relationship between the representation and its object. Icons have a direct similarity to their objects, indices have a causal or existential relationship to their objects, and symbols depend on cultural agreements or conventions. In the context of film, Peirce's triadic approach helps understand how characters, events, and other visual elements function as signs that have various levels of meaning that can be analyzed. (Syaikhah Nahda & Afif, 2022).

Charles Sanders Peirce's semiotic theory offers an approach to understanding signs and meaning through a triadic model consisting of three main components: representamen, object, and interpretant. According to Peirce, signs are not just a direct relationship between symbol and meaning, but involve a complex interaction between the three elements. The representamen is the physical form of the sign or the aspect that we can directly perceive, such as an image, word, or sound. It is the part of the sign that "shows" something and evokes a certain interpretation. For example, a picture of a heart in a certain context can be a representamen that evokes the meaning of love. (Gorga & Saleh, 2024). The object is what the sign refers to or represents. It is the concept or real thing that the representamen refers to. In the example of the heart, the object in question is the concept of "love" or "affection." The relationship between the representamen and the object can vary greatly, depending on the type of sign used. The interpretant is the meaning or understanding that results from the interaction between the representamen and the object. It is the result of the interpretation of the sign by a person or a culture. For example, the interpretation of the heart as a symbol of love is the result of a social agreement that has been formed in many cultures. (Aini & Wijayanti, 2022)

In addition to the triadic model, Peirce also distinguishes signs into three categories based on the relationship between the representamen and its object, namely icons, indices, and symbols:

Icon: A sign that has a direct or physical resemblance to its object. An icon is a sign that resembles its object, such as a photograph that resembles the person depicted. In the context of a film, a picture of a sad or smiling face can function as an icon that shows the character's emotions.

Index: A sign that has a causal or existential relationship to its object. An index shows the existence of an object through clues or evidence. For example, smoke is an index of fire, because smoke indicates that there is a fire somewhere. In a film, shadows or footprints can function as indexes that show the existence of someone or something.

Symbol: A sign whose relationship to its object is based on cultural convention or agreement. The relationship between the representamen and the object in a symbol is not

natural, but results from agreement. For example, the word "red" in a certain context may be a symbol for warning or danger, depending on the culture.

Peirce's semiotic theory is very useful in various media analyses, especially in film studies. With Peirce's triadic model, researchers can explore meaning in the visual and narrative elements of a film, such as the use of color, character expressions, or even the setting. Each of these visual elements can function as signs that create emotional experiences, add depth to the story, or convey certain themes to the audience. This approach allows for a more complex understanding of how signs in film create meaning that can be understood by the audience through the process of cultural and social interpretation.(Syaikhah Nahda & Afif, 2022)

Application of Semiotics in Film Analysis

In the context of film analysis, semiotics serves as a tool to dismantle and understand the structure and meaning contained in visual and narrative elements. Through semiotics, researchers can see how images, sounds, colors, characters, and other technical aspects are used as signs that communicate certain messages to the audience. For example, the use of certain colors can be icons for mood or indices for character emotions, while background settings or music may function as symbols that represent the main theme or idea in the film.

The Influence and Development of Semiotics in Film and Media Studies

As media studies have developed, semiotics has become one of the main approaches in understanding representation and ideology in popular media, including animated films. Semiotics allows for a deeper analysis of how the signs used in films not only convey stories, but also shape cultural perceptions, social views, and values held by society. In animated films, the semiotic approach helps reveal the complex ways in which universal themes are conveyed through images and symbols that can be accepted by audiences of various ages and cultural backgrounds.(Gorga & Saleh, 2024)

Through this review, it is seen that semiotic theory plays an important role in film studies, with each approach from Saussure, Peirce, and Barthes offering different but complementary perspectives. The semiotic approach not only helps to decipher the sign structure in film, but also allows for a rich analysis of how film shapes meaning and ideology.(Ridi Nismoro et al., 2024)

3. METHODS

Research Design

The research method applied is quantitative descriptive research. The research method in the study of semiotics in animated films involves an in-depth analysis of the elements of signs in the film to reveal the meaning and message conveyed. Semiotic research in the context of animated films generally utilizes semiotic theories, such as those developed by Charles Sanders Peirce to analyze how visual, audio, and narrative elements are used as signs that form certain meanings. Researchers determine the semiotic approach that will be used as an analytical framework. Peirce with the triadic theory (icon, index, and symbol). The chosen semiotic approach will guide researchers in the process of analyzing signs in the film.(Yunus, 2020)

Participants

Researchers must first choose the object of research, namely the animated film to be analyzed. This selection is usually based on certain criteria, such as theme, popularity, cultural impact, or the relevance of the film to the research objectives. Example: choosing an animated film with the theme of "mother's strength" to understand how the role of the mother is depicted and symbolized. Data in semiotic research on animated films are generally in the form of sign elements found in the film, such as:

Visual: Characters, background, color, movement, facial expressions, and lighting.

Audio: Music, sound effects, and dialogue.

Narrative: Storyline, theme, and relationships between characters.

Researchers watch the film carefully to identify and record signs that are relevant to the research objectives, and take screenshots or notes of important scenes.

Tools and Techniques of Data Collection and Analysis

After the data is collected, the researcher analyzes the signs that have been identified: Denotation: Analyze the literal or descriptive meaning of the signs. For example, the color red in a film may denotatively mean a certain color. Connotation: Analyze the associative or symbolic meaning of the sign. For example, the color red may connotatively symbolize power or love, depending on the context of the scene.

This analysis can be done using Peirce's icon, index, and symbol approach. The researcher looks at how these signs play a role in forming the film's main theme or message.

The researcher interprets the meaning of the signs in the social, cultural, or ideological context represented by the animated film. This approach is important for understanding how animated films reflect or influence social views on the themes discussed, such as the role of

mothers or families. This interpretation also involves analyzing whether the signs contain social criticism or certain moral messages.(Destri Yumiolda & Efi, 2023)

Based on the analysis that has been carried out, the researcher compiles a discussion to conclude the meaning and message contained in the animated film. The researcher formulates findings that explain how the signs in the film construct certain meanings and how the film uses semiotic elements to influence the audience's perception. This conclusion usually links the findings to the semiotic theory used and the social and cultural impact of the film's message.

To clarify the results of the analysis, researchers can add illustrations in the form of scene cuts or screenshots from the film to support the interpretation of the signs. This is useful for showing specific signs in their visual context, so that readers can more easily understand the analysis carried out. In an animated film about the strength of mothers, semiotic analysis can identify the use of symbols such as hugs (an icon of affection), scenes of the mother's struggle (an index of steadfastness), or certain colors that are repeated as symbols of toughness or sacrifice. Through this method, the study will show how these elements create deep meanings about the role of mothers in a particular cultural context.

With this method, semiotic studies on animated films can provide a deep understanding of the hidden meanings and emotional impacts of the messages conveyed by the film, as well as its contribution to the formation of the audience's perceptions and cultural values.(Khoriah & Salim, 2021)

4. RESULTS AND DISCUSSION

This study uses Charles Sanders Peirce's semiotic theory to analyze visual and narrative signs that represent the power of mothers in animated films. (Lingga et al., 2023)Based on Peirce's approach, signs in the film are analyzed through the concepts of icons, indexes, and symbols. Through this analysis, the study found various signs that reflect the characteristics and roles of mothers, as well as connotative meanings that convey emotional and social messages about the power of mothers. The following is a discussion of the results of this study:



Figure 1. This refers to the moment of birth, with a woman struggling with the pain of childbirth.

Representamen (Sign or Symbol): This is the visual aspect or form of the sign itself. In this image, we see two characters, a woman sitting and holding someone who seems to be in pain or weak, with the subtitle that reads “when I was about to give birth to you...” and the additional description “{Drisna writhes in pain}”. This is a visual symbol that contains the meaning of the strength of a woman.

Object (Referent): The object in this context is the idea or concept represented by the sign. The image refers to the moment of birth, with a woman struggling to face the pain of giving birth. The context of giving birth carries broad implications, both physically and emotionally, involving pain and also sacrifice.

Interpretant (Meaning or Interpretation): The interpretation of the image of a mother with the pain that accompanies birth, and the emotional connection between mother and child. This image also implies a storyline or narrative context, related to the theme of sacrifice or suffering in the context of love or duty as a mother.

Through these three elements, Peirce's semiotics helps us understand how this image not only displays a visual scene, but also conveys a deeper emotional and narrative message.



Figure 2. The icons can be seen in visual representations of trees, traditional houses, paths, and people standing in the middle of the road.

Icon: An icon is a sign that has a direct resemblance to the object it represents. In this image, the icon can be seen in the visual representation of the trees, the traditional house, the path, and the person standing in the middle of the road. All of these elements represent a village environment or a quiet place with a dark atmosphere.

Index: An index is a sign that has a causal or physical relationship to its object. The index in this image can be the night atmosphere, represented by the moonlight, the dark sky, and the shadows that appear. The presence of the character standing alone on the path can also indicate a quiet or lonely atmosphere, indicating that he is looking for food at night, according to the text below the image.

Symbol: A symbol is a sign that has a conventional relationship or social agreement with its object. The text at the bottom of the image that reads “Every night, I always search for my own food” is a symbol that gives a clue to the motivation of the character in the image. This sentence suggests the concept of loneliness or dependence on oneself, which can reflect a difficult life or a deep need to survive, showing the strength of a mother in survival.

Overall, based on Peirce's theory, we can conclude that this image conveys a dark atmosphere and symbolizes the struggle for life or the loneliness of the mother character who must fulfill her own needs and the child she is carrying.



Figure 3. This visual depicts a situation of destruction and disaster, with debris and fire clearly visible.

Icon: In this image, the icon can be seen in the character kneeling amidst the ruins and the fire burning in the background. This visual image represents a situation of destruction and disaster, with debris and flames clearly visible.

Index: The index in this image can be seen in the elements of fire and ruins that indicate a fire or major destruction. The kneeling character shows an expression of pain or loss, indicating that he is mourning something valuable that was lost in the event, namely his child. This situation implicitly indicates a tragedy or sad situation.

Symbol: The text “Don’t leave your mom alone” is a symbol that implies a strong emotional message. This sentence can be interpreted as a message about the importance of family and emotional support, especially in critical situations. This text illustrates a warning or regret that arises in the context of loss or sadness.

Overall, according to Peirce's theory, this image depicts an atmosphere of tragedy and pain, with a symbolic message that emphasizes the importance of family ties in dealing with difficult situations. This message can be interpreted as the cry of a mother whose child has been abandoned because of the cruelty of the king in the area where she lives.



Figure 4. can be a night scene, represented by moonlight, dark sky, and shadows that appear.

Icon: In this image, the icon can be seen in the visual representation of the tense atmosphere due to the cruelty of the king, and the scary face holding back the emotions of a mother who lost her child. All of these elements represent a village environment or a tense place with a dark atmosphere.

Index: The index in this image can be the night atmosphere, represented by the moonlight, the dark sky, and the shadows that appear. The presence of a character standing alone can also indicate a silent or lonely atmosphere, indicating that he is in a sad and alone state, according to the text below the image.

Symbol: The text at the bottom of the image that reads "Our Sadness will not mean anything" is a symbol that gives a clue about the state of the character in the image. This sentence suggests the concept of despair and deep emotions, as well as the power to take revenge on the king.

Overall, based on Peirce's theory, we can conclude that this image conveys a dark but angry atmosphere that makes a mother think she must do something to make the loss of her child not in vain.



Figure 5. The icon is seen in the visual representation of the eerie atmosphere at night, as well as the figure of a mother wearing a mask given to her by her deceased child.

Icon: In this image, the icon can be seen in the visual representation of the tense atmosphere at night, and the figure of a mother wearing a mask given by her deceased child. The figure of the mother here is taking revenge for the cruelty committed by the king. All of these elements represent a village environment or a tense place with a dark and cruel atmosphere.

Index: The index in this image is the night atmosphere, represented by the moonlight, the dark sky, and the shadows that appear. The presence of a character standing wearing a mask shows that he is trying to take revenge bravely, according to the text below the image.

Symbol: The text at the bottom of the image that reads "It's time to put an end to all the war, the people suffering" is a symbol that gives a clue about the state of the character in the image. This sentence suggests that it is time to end the war, because the people have suffered so much. The mother's strength radiates from her courage to fight the king alone.

Overall, based on Peirce's theory, it can be concluded that this image conveys a dark but angry atmosphere that makes a mother brave enough to act to end the people's suffering.



Figure 6. The icon is seen in the visual representation of the tense atmosphere at night, as well as the figure of a mother wearing a mask given to her by her deceased child, as well as a guard who is the husband of the mother who is fighting.

Icon: In this image, the icon can be seen in the visual representation of the tense atmosphere at night, and the figure of a mother wearing a mask given by her deceased child and a guard who is the husband of the mother who is fighting. The figure of the mother here is taking revenge for the cruelty committed by the king, but is held back by the guard who is her own husband. The war took place between the two, and the mother ended up being killed by her own husband. All of these elements represent a village environment or a tense place with a dark and cruel atmosphere.

Index: The index in this image is the night atmosphere, represented by the moonlight, dark sky, and shadows that appear. The presence of a character standing wearing a mask and holding a sharp object shows that he is trying to avenge his revenge bravely, according to the text below the image.

Symbol: The text at the bottom of the image that reads "How many villages have been ruined by your hands?" is a symbol that gives a clue about the state of the character in the image. This sentence suggests that the mother in the image is angry and asking what really happened, why did so many villages have to be destroyed because of the actions of the king and his guards.

Overall, based on Peirce's theory, it can be concluded that this picture conveys a tense and emotional atmosphere between a husband and wife who are each defending their will. The figure of a strong mother is depicted in this scene, where she fearlessly fights against the guard who is her own husband.

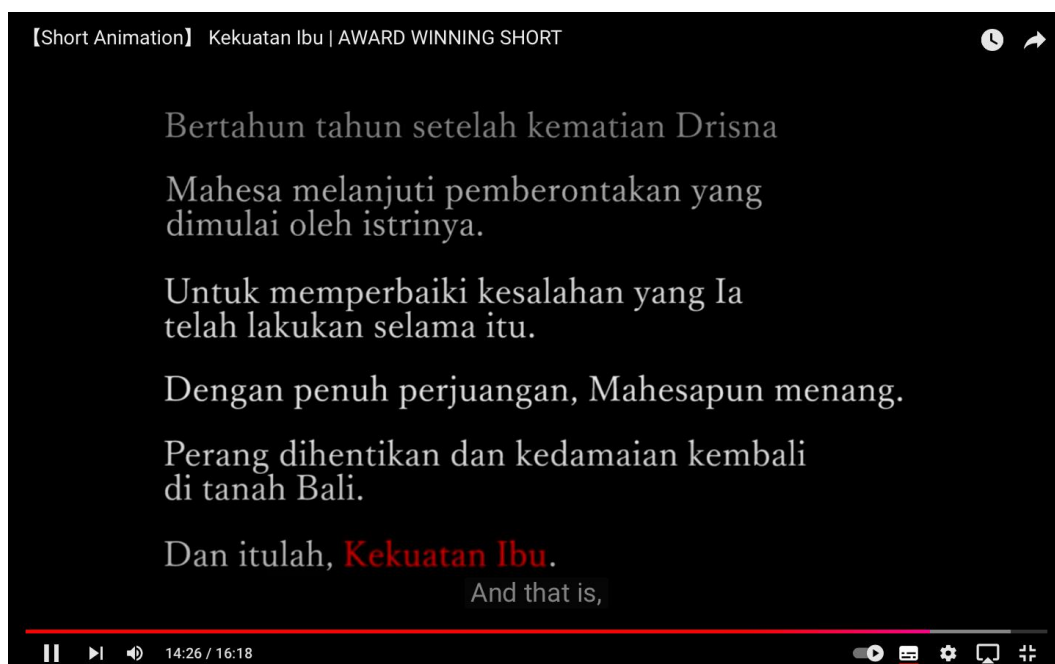


Figure 7. This sentence suggests that the mother in the animated film is no longer there.

Symbol: the text above is a symbol that gives clues about the state of the characters in the film. This sentence suggests that the mother in the animated film is no longer alive. The husband who did not know that his wife was the one who rebelled felt regret and corrected his mistake by fighting to win the war. Indirectly, the peace that occurred because there was a strong mother figure in the rebellion, the strength that was born within her because of the sad circumstances of life, the heartbreaking loss, the circumstances full of suffering. From the film it can be seen that the strength and sacrifice of a mother are extraordinary.

5. DISCUSSION

The interaction between icons, indices, and symbols in this animated film helps to create a holistic picture of the mother's strength. The visual combination of facial expressions, body movements, and the environment, as well as the use of color and cultural symbols, allows the audience to understand the various dimensions of the mother's strength, both visible and hidden. (Ridi Nismoro et al., 2024) The icon shows the mother's physical strength directly, the index highlights the sacrifices and burdens she bears, while the symbol provides a broader meaning regarding the mother's role in a cultural and social context. The sacrifices and strength (Yulia et al., 2024) of the mother are also very clearly depicted through the icons, indices, and symbols in the film.

CONCLUSION

Based on the results of this semiotic analysis, it can be concluded that the animated film effectively uses visual and narrative signs to represent the strength of the mother. With icons depicting physical strength, indices indicating the causal relationship between the mother's struggle and sacrifice, and symbols emphasizing cultural values about the role of the mother, the film successfully forms the image of a strong, loving, and resilient mother. Charles Sanders Peirce's semiotic approach shows that visual elements in animated films not only function as entertainment but also as a means to convey deep social values and moral messages. The audience not only sees the mother as a character but also as a symbol of inspiring strength, which in the end can shape the audience's perception of the importance of the role of the mother in everyday life. Indirectly, the peace that occurs because there is a strong mother figure in carrying out the rebellion, the strength that is born within her because of the sad circumstances of life, heartbreaking losses, and circumstances full of suffering. From the film, it can be seen that the strength and sacrifice of a mother are extraordinary.

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