

Multimodality Analysis In The Movie "Turning Red" With A Semiotic Approach

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Abstract. Film is one of the media to communicate to the audience. The film "Turning Red" shows a picture of how parenting can affect the growth and development of children, this film also features elements of Chinese culture. The film "Turning Red" is interesting to study because it has moral values that can be a reflection for parents in educating children. Researchers want to see the relationship between signs and objects to explain the representation of Chinese culture and the influence of parenting on child development through gestures, expressions, and colors, on the characters Mei and Ming in the film "Turning Red". The qualitative research method to analyze multimodality in the film "Turning Red" with a semiotic approach is done by understanding the signs contained in various modes of expression such as visual, language, music, and sound. Multimodal analysis with this semiotic approach can involve understanding how color, music, and language are used to convey cultural and emotional messages in the film, and how all these elements interact to create a deep and meaningful audience experience.

Keywords: Multimodality Analysis, the Movie "Turning Red", Semiotic Approach

INTRODUCTION

Film is a medium to communicate with the audience. In the movie, there is information and meaning conveyed to the audience through signs displayed in each scene. Almost every display in the movie communicates visually. The display comes in various forms either from symbols, or visual symbols. The realization is in the form of images, signs, or other visual elements. Audiovisual films make it an easy medium to be understood by audiences from various circles, especially teenagers. (Asri et al., 2020). Adolescence marks a phase of transition from childhood to adulthood encompassing shifts in biology, psychology, and social dynamics. In this case, parents play a very important role in the growth and development of children as educators, mentors, and supervisors. Children's growth and development depend on the parents' education pattern. Each parent has a different way of educating children. Parents believe that with their upbringing, the child will grow up to be a good person and to their expectations. But in fact, not all upbringing patterns produce good child character. (Alpina et al., 2023). The movie "Turning Red" shows an illustration of how parenting can affect the growth and development of children. It is depicted through Ming's character as an overprotective mother and Mei as a child. The impact of overprotective parenting is seen in the duration 11:00-12:56. The duration tells the story of Mei who is in the room while drawing a woman with a man in her notebook. When her mother entered the room, Mei was

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surprised and tried to hide the notebook. Seeing Mei's suspicious expression, the notebook fell on the floor. Her mother also picked up the book while looking at the contents of Mei's notes and asked how the assignment she was doing. However, her mother found a picture that was Mei's imagination. Mei also tried to convince her mother while pulling the book from her mother's hand. However, her mother did not believe her and felt that the drawing was Mei's confession. Her disbelief and overprotectiveness led her mother to approach the Mini Market boy who bore a resemblance to Mei's notebook. Her mother also accused the young man, and the attitude of the mother was seen by Mei's schoolmate. As a result, Mei feels embarrassed, frightened, and becomes the butt of jokes. Visually, the movie "Turning Red" tells the story of a teenage girl. (Alpina et al., 2023). The movie also features elements of Chinese culture. The cultural elements contained in the movie "Turning Red" can be seen in houses of worship in the form of temples, offerings, and ritual processes. Then the movie written and directed by Domee Shii has interesting facts. Where Dome Shii makes a red panda or "Turning Red" as a visualization of a teenage girl. That's because the red panda is suitable as a metaphor for describing puberty experienced by women during adolescence. (Salwa & Amen, n.d.). The animated film "Turning Red" is not shown offline (in theaters) but online through the Disney+ application. This is because "Turning Red" was released on March 11, 2022. This movie was released at the same time as the increase in COVID-19 cases, thus making the "Turning Red" movie broadcast through the Disney+ application. The goal is to reduce the spread of Covid-19 cases. Although this movie was aired through the Disney application, it managed to replace the position of the Encanto movie. Based on other facts, the animated film "Turning Red" became the number one trending Disney+ in several countries such as Germany, Singapore, Argentina, Canada, South Korea including Indonesia. Not only that, "Turning Red" won the Golden Globe Award Nominee Best Motion Picture Animated and the Critics' Choice Award nomination for Best Animated Feature. Furthermore, the animated film "Turning Red", which lasts one hour and forty minutes, received good reviews from various media. One of them is Cineverse, an online media portal that discusses news about films. Stating that the movie "Turning Red" succeeded in describing the reality of puberty and detailed character depictions. Meanwhile, from Google user reviews, the percentage who like this movie is 88%. (Putri & Irawan, 2022). Based on the explanation above, researchers feel that the movie "Turning Red" is interesting to study because it has moral values that can be a reflection for parents in educating children. The characters are played by Ming as a mother and Mei

as a child. In addition, the visual aspects in "Turning Red" are slightly different from previous Disney and Pixar films. This film is full of colors, textures, and animation styles that highlight expressions like anime films in general. Not only that, but this film also contains elements of Chinese culture.

THEORETICAL STUDY

This research is directed to analyze the representation of Chinese culture and the influence of parental upbringing on children's growth and development through gestures, expressions, and colors in the characters Mei and Ming in "Turning Red". (Kinanti et al., 2024). Visual sign analysis uses a semiotic approach, which can study signs that convey information. The semiotic approach used in this research is Roland Barthes' semiotic theory, which consists of denotation, connotation, and myth. Roland Barthes' semiotics was chosen because it is comprehensive and can connect the elements of a sign Ingis, as well as a structural description of all systems of signaling and signification. Where Roland Barthes' theory is flexible, it is not only based on linguistics but also pragmatics. Pragmatics is the study of the relationship that signs have with their users. For this reason, researchers want to see the relationship between a sign and its object so that it can explain how the representation of Chinese culture and the influence of parental upbringing on children's growth and development through gestures, expressions, and colors in the characters Mei and Ming in "Turning Red". (Jadou & Ghabra, 2021).

RESEARCH METHODS

The qualitative research method of analyzing multimodality in the film "Turning Red" with a semiotic approach involves understanding the signs contained in various modes of expression such as visuals, language, music, and sound. (Asri et al., 2020). Theories relevant to this semiotic approach include: (Jadou & Ghabra, 2021): Barthes emphasized the importance of deconstructing signs to reveal hidden meanings in popular culture, such as the color symbolism in the character Mei turning into a red panda. Theory of semiotics by distinguishing between iconic, indexical, and symbolic signs. In "Turning Red", the use of pop music as symbolic signs of youth culture.(Syukma, 2023a). Semiotic structure in his work, which can be applied to analyze how signs interact with each other and form complex meanings in films such as "Turning Red".Multimodal analysis with this semiotic approach can involve understanding how color, music and language are used to convey cultural and emotional messages in the film, as well as how all these elements

interact to create a deep and meaningful audience experience. (Rohima Jaya Nur Azmi, n.d.).

RESULTS AND DISCUSSION

Analyzing the multimodality of the film "Turning Red" using a semiotic approach would expose the numerous modes in which messages are delivered in stories, such as images, sounds, linguistics, and space. The semiotic method will aid in understanding the significance of the film's symbols, particularly the cultural and societal messages transmitted through the use of colors, costumes, and set properties. By examining these parts holistically, we can discover the depth of significance and complexity contained in "Turning Red". First, in terms of visuals, the film relies heavily on animation. The animation style selected, the colors utilized, and the character designs all play an essential role in defining the mood and expressing emotions to the audience. For example, when the main character's emotions rise, he transforms into a red panda, demonstrating the film's link between sights and feelings. (Salsabila et al., 2023). Second, sound and music aspects are vital for creating emotional and narrative depth. The chosen music, sound effects, and sound arrangements all work together with the visual aspects to create a mood that complements the tale. For example, using music with a quick beat might heighten the tension in important passages. (Syukma, 2023). Thirdly, the dialog and language used by the characters in the film are also an important part of semiotic analysis. The way characters speak, word choice, and voice intonation all convey additional information about the personalities and relationships between characters and help to reinforce the themes conveyed in the movie. (Jadou & Ghabra, 2021). Fourth, it is also worth noting the use of symbols and metaphors in the movie. Symbols such as certain colors, objects, or situations can have additional meanings that go beyond their literal meanings. Through semiotic analysis, viewers can identify and understand the hidden meanings behind these symbols. (Jadou & Ghabra, 2021). Finally, it is important to note how all these elements interact and reinforce each other in shaping the overall audience experience. Through a semiotic approach, viewers can better understand the complexity of the structures and meanings hidden within the movie "Turning Red", as well as appreciate the cooperation of various multimodal elements in creating a rich and immersive cinematic experience. (Jadou & Ghabra, 2021).



Picture1."Turning Red" Poster source: pinterest

As has been stated in the previous paragraph, the Visual modes that the writer has and will be analyzed, consist of ten different visual modes. The first visual mode is taken from a scene (see figure 2) during the play from minute *16:22 to 19:14*. This is the first moment when the actor changed the color from white into red.



figure 2. the first moment of "Turning Red"

The color transformation is strongly related to the visual mode, which is defined as a time of change or transition from childhood to adulthood in the character Mei (Alpina et al., 2023). encompassing biological, psychological, and societal changes. This means that when Mei feels threatened, the visual mode influences her mental state, causing her to transform into a red panda. Mei's visual mode changes into a red panda, which influences the scene's aural mode. Similarly, "you know" that the OST in the movie "Turning Red" means that the spirit should not give up with the rare state of changing into red. K-pop music makes children happy, so they like the songs in the "Turning Red" animation. (Syukma, 2023).

As previously stated, the author has analyzed and will continue to analyze linguistic modes. During the performance from 1:06:04 to 1:11:08, the first linguistic mode

is captured from the scenario (see figure 3). This is the first time the actor goes through the procedure of becoming human again. However, Mei attempts to stop the ceremony because the actor cannot be separated from the red panda.



Figure 3. The moment Mei performs the ritual

This film is about the red panda culture, in which the panda represents fragility, poverty, a delicate soil broken by ancestors, and fractured families. Everything in this animal is regarded as an emblem of Chinese heritage and culture. Mei's forefathers thought that the panda could protect her family. This will occur for every female descendant in the family who is or will reach puberty. This is because women prioritize sentiments over facts since they employ their complete nervous system to maximize both their left and right brains. (Kinanti et al., 2024).

As previously indicated, the writers have examined and will continue to investigate spatial modes in stories. The initial spatial mode in storytelling is acquired from the scenario during the performance, beginning at 20.36 and 1:01:04 (see Figure 4). This is a magnificent sunrise view of the CN Tower in Canada's Ontario province of Toronto. However, it is quite wonderful to view the wake as an animation that resembles the original.



Figure 4. The moment of the CN Tower in Canada, province of Ontario, city of Toronto

The shooting in this "Turning Red" film incorporates many personal touches from the director; for example, the Mi School Building is inspired by the layout of the director's previous school building, ensuring that the "Turning Red" animation looks realistic and similar to schools in Toronto. The visual aspect of the "'Turning Red" film"

is full of colors, textures, and animation style expressions that are highlighted mostly like in anime films (Japanese animation), which the director said is very suitable for teenage genre films that are experiencing the ups and downs of emotions with all the mood swings and changes in their hearts.(Ranita Sari et al., 2023)

In the film "Turning Red"," there is a strong presence of multimodality encompassing both visual and linguistic elements. The visual component of multimodality in "Turning Red" is evident through the use of vibrant and expressive animation, vivid colors, and dynamic movements. These visual elements contribute to the overall storytelling and convey emotions, actions, and moods. (Yusof et al., 2023). Furthermore, the film incorporates linguistic elements in its use of dialogue, text overlays, and voice-overs. These linguistic elements serve to enhance the audience's understanding of the narrative, characters, and relationships within the film. (Rohimajaya Nur Azmi, n.d.) Through the analysis of multimodality in "Turning Red"," it becomes apparent that the combination of visual and linguistic modes creates a rich and immersive viewing experience for the audience. The use of multimodality in the film "Turning Red" allows for a deeper understanding and engagement with the story, characters, and themes. Source: This article provides a comprehensive analysis of multimodality in the film ""Turning Red"." It examines how the visual and linguistic elements in the film work together to convey meaning, evoke emotions, and create a cohesive narrative. The analysis highlights the significance of multimodality in enhancing the audience's viewing experience and emphasizes the importance of understanding and analyzing the interaction between visual and linguistic modes in film. Source: In their analysis of multimodality in the film "Turning Red"," the authors highlight the ways in which visual and linguistic elements work together to create a rich and engaging viewing experience. (Yusof et al., 2023). They emphasize the importance of understanding and analyzing the interplay between these modes to fully appreciate the meaning conveyed in the film. Through their analysis, the authors showcase how the use of vibrant animation, expressive colors, dynamic movements, dialogue, text overlays, and voice-overs in "Turning Red" contributes to the overall narrative and enhances audience engagement. This article reports research that attempts to characterize what is powerful about digital multimodal texts. (Yusof et al., 2023). Building from recent theoretical work on understanding the workings and implications of multimodal communication, the authors call for a continuing empirical investigation into the roles that digital multimodal texts play in real-world contexts, and they offer one example of how such investigations might be approached. This article

focuses on the analysis of multimodal filmic text in the movie "'Turning Red'." (Djonov et al., 2021)

CONCLUSIONS AND RECOMMENDATIONS

The visual aspect of the film is full of colors, textures, and animation style expressions that are highlighted mostly like in anime films. The analysis of multimodality in "Turning Red" reveals the significance of multimodality in enhancing the audience's viewing experience. The combination of visual and linguistic modes creates a rich and immersive cinematic experience, contributing to the overall storytelling and conveying emotions, actions, and moods. The film's use of vibrant animation, vivid colors, dynamic movements, dialogue, text overlays, and voice-overs contributes to the cohesive narrative and enhances audience engagement. However, the paper has not coped with the other elements multimodal including spatial, audio, and linguistics. Thus, it could be the trigger to do further research on multimodal literacy research.

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