

**ANALYSIS OF DENOTATION, CONNOTATION, AND MYTH IN**

**THE GENTLEMEN MOVIE**

**THESIS**

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**FACULTY OF HUMANITIES**

**UNIVERSITAS ISLAM NEGERI MAULANA MALIK IBRAHIM**

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**ANALYSIS OF DENOTATION, CONNOTATION, AND MYTH IN  
THE GENTLEMEN MOVIE**

**THESIS**

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In Partial to Fulfillment of the Requirements for the Degree of *Sarjana Sastra* (S.S)

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**MALANG**

**2020**

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I state that the thesis entitled "**Analysis of Denotation, Connotation, and Myth in The Gentlemen Movie**" is my original work. I do not include material previously written or published by others, except for those stated in the citation, cited as a reference and written in the bibliography. With this, if there are objections or demands from others, I am the only one responsible.

Malang Octoberr 19, 2020

The researcher



Putri Wulandari

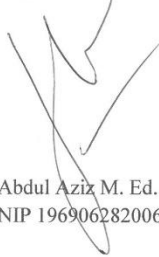
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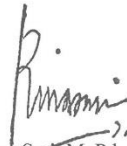
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## **MOTTO**

Do your best, and keep your spirits!!!

Everyone has the best destiny path that Allah has ordained.

**All is well**

## **DEDICATION**

This thesis is especially dedicated to:

My beloved Mama and Papa

My beloved sister and brother, Citra Mutiara. and Rizky Anugrah.

Family always the first priority.



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In the name of Allah, the Most Gracious, the Most Merciful. All praise belongs to Allah SWT. God Almighty for this blessing, mercy, and strength in my life and all sources of favors, because of this strength, my guidance was able to complete my Thesis entitled **Analysis of Denotation, Connotation, and Myth in The Gentlemen Movie** as a requirement for Bachelor of English Literature (S.S.)

Department of Letters, Faculty of Cultural Studies, Maulana State Islamic University Malik Ibrahim Malang. The last prophet is Muhammad SAW, *Shalawat* and *salam* greetings are always conveyed to the best leaders to obey and the best apostles to convince.

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## ABSTRACT

Wulandari, Putri. 2020. **Analysis of Denotation, Connotation, and Myth in The Gentlemen Movie.** Minor Thesis (Skripsi) Department of English Literature, Faculty of Humanities, Universitas Islam Negeri Maulana Malik Ibrahim Malang

Advisor : Abdul Aziz M.Ed., Ph.D

Keywords: Semiotic, Sign, Denotation, Connotation, Myth, Roland Barthes, The Gentlemen

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The researcher examines the analysis of signs, namely, denotation, connotation, and mitosis, in the film *The Gentlemen* with the study of the semiotics of Roland Barthes. This study aims to find the marks on the film.

Researchers used a qualitative descriptive method to analyze the data obtained in this study. The primary data source in this study was taken from the film *The Gentlemen*. Researchers watched the film to get accurate data. After the data was collected, the researcher began to analyze each data in the form of conversations and pictures using the semiotic theory of Roland Barthes. Before the analysis stage, the researcher used tables to store denotative, connotative, and mythical signs.

From the results of this study, researchers found verbal and non-verbal signs. There are language signs in data 1, 2, 4, and 8 in the form of index marks (icons). For example, in data 1, a dark room is used with a man in a red coat drinking beer. Data 2 shows signs where the mafia scolds their subordinates with an index sign (icon) at night on the road. In the 4th data, the hand of Mickey Pearson's assistant gave an index sign (icon) to stop, and in the 8th data, the index sign displayed was when a coach scolded his students in the room. Then, the sign of a dangerous weapon is a tool that can be used to injure or kill but is only used to protect oneself. Another sign was the call "Phuch" to "Fuck" for being the mastermind behind the break-in to Mickey Pearson's marijuana business.

In addition, the dialogues contained in *The Gentlemen* film support every semiotic sign obtained by the researcher. The film *The Gentlemen* gives a direct denotative meaning, and wherein there is a special meaning in a sign in this film. It can also be called a sign image. It can be seen that the denotation meaning that appears is someone who will retire from the cannabis business by selling all of his shares, but then a failure occurs, which results in mutual revenge. Meanwhile, in this case, the connotation is that Mickey Pearson wants to retire from the marijuana business and intends to sell it to Matthew but is instead cheated.

## ABSTRAK

Wulandari, Putri. 2020 **Analysis Of Denotation, Connotation, And Myth In The Gentlemen Movie**. Skripsi. Sastra Inggris, Fakultas Humaniora,

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Peneliti meneliti tentang analisis tanda yaitu, denotasi, konotasi dan mitos pada film *The Gentlemen* dengan kajian semiotika Roland Barthes. Penelitian ini bertujuan untuk menemukan tanda yang ada pada film.

Dalam penelitian ini, peneliti menggunakan metode kualitatif deskriptif untuk menganalisis data-data yang diperoleh. Sumber data utama dalam penelitian ini diambil dari film *The Gentlemen*. Peneliti menonton film tersebut guna untuk mendapatkan data yang akurat. Setelah data terkumpul, peneliti mulai menganalisis setiap data, berupa percakapan dan gambar dengan menggunakan teori semiotika dari Roland Barthes. Sebelum tahap menganalisis peneliti menggunakan table untuk menyimpan data yang mengandung tanda-tanda denotasi, konotasi dan mitos.

Dari hasil penelitian tersebut, peneliti menemukan tanda verbal maupun non-verbal. Terdapat tanda bahasa berupa data 1, 2, 4, dan 8 berupa tanda indeks (ikon). Misalnya, pada data 1, ruangan gelap digunakan dengan seorang pria berjas merah sedang minum bir. Data 2 menunjukkan tanda dimana mafia memarahi bawahannya dengan tanda indeks (ikon) pada malam hari di jalan. Pada data ke-4 menampilkan tangan asisten Mickey Pearson yang memberikan tanda indeks (ikon) untuk berhenti, dan pada data ke-8, tanda indeks (ikon) yang ditampilkan adalah ketika seorang pelatih memarahi murid-muridnya dengan berada di dalam ruangan. Kemudian, tanda senjata melambungkan alat yang dapat digunakan untuk melukai atau membunuh tetapi terkadang digunakan untuk melindungi diri sendiri. Tanda lain yang ditemukan adalah panggilan "Phuch" menjadi "Fuck" karena telah menjadi dalang pembobolan bisnis ganja Mickey Pearson.

Selain itu, dialog yang terdapat dalam pada film *The Gentlemen* mendukung setiap tanda semiotic yang diperoleh oleh peneliti. Pada film *The Gentlemen* memberikan makna denotasi bersifat langsung, dimana dalam film ini terdapat makna khusus pada sebuah tanda, bisa juga disebut gambar tanda. Terlihat bahwa makna denotasi yang muncul adalah seseorang yang akan pensiun dari bisnis ganja dengan menjual seluruh sahamnya, namun kemudian terjadi kecurangan yang mengakibatkan saling balas dendam. Sedangkan yang dimaksud dengan konotasi dalam hal ini adalah Mickey Pearson ingin pensiun dari bisnis ganja dan berniat menjualnya kepada Matthew namun malah dicurangi.

## مستخلص البحث

وولانداري فوترى. 2020. تحليل الدلالات، الدلالة، والأسطورة في فيلم سادة المحترمين (Myth In The Gentlemen Movie). البحث العلم. قسم الأدب الإنجليزي، كلية العلوم الإنسانية، جامعة مولانا مالك إبراهيم الإسلامية الحكومية مالانج.

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الكلمات المفتاح : الرمز، لافتة، الدلالات، الدلالة، الأسطورة، رولاند بارطيس، (The Gentlemen)

تبحث الباحثة عن تحليل الرمز هو الدلالات، الدلالة، والأسطورة في فيلم ببحث رمز رولاند بارطيس. يهدف هذا البحث لإكتشاف الرمز في فيلم (The Gentlemen).

في هذا البحث، يستخدم الباحث طريقة النوعي الوصفي لتحليل البيانات التي تتال. تؤخذ مصادر البيانات الرئيسية في هذا البحث من فيلم (The Gentlemen). تشاهد الباحثة ذلك الفيلم لنيل البيانات الدقيقة. بعده، تبدأ لتحليل كل البيانات التي تتكون من حوار وصورة باستخدام نظرية الرمز عن رولاند بارطيس. قبل التحليل، تستخدم الباحثة الجدول لتحفظ البيانات التي تحمل رموز الدلالات، الدلالة، والأسطورة.

من تلك حصيلة البحث، تكتشف الباحثة رمز الشفهي أو غيره. يكون رمز اللغة مثل بيانات 1،2،4، و8 هي رمز المؤشر (أيقونة). مثل، في بيانات 1، تستخدم غرفة الدامس بالرجل الذي يلبس المعطف الأحمر يشرب الجعة. تدل بيانات 2 رمزا الذي يزجر المافي مرؤوسه برمز اللانحة (أيقونة) في الليلة في السبيل. في بيانات 4، تتظاهر يد معاون (Mickey Pearson) الذي يعطي رمز اللانحة (أيقونة) لتوقف. وفي بيانات 8، رمز اللانحة (أيقونة) الذي يتظاهر هو إذا يغضب المروض تلاميذه في الغرفة. ثم، يدل رمز السلاح الة التي تستطيع ان تستخدم ليجرح أو يقتل. بل، قد يستخدم لحفظ النفس. الرمز الآخر الذي يكتشف هو نداء (Phuch) يصبح إلى (Fuck) لأنه أصبح الجاني في اقتحام التجاري الحشيش (Mickey Pearson).

سوى ذلك، الحوار الذي يكون في فيلم سادة المحترمين (Myth In The Gentlemen Movie) يدعم كل رموز الرمز التي تتال الباحثة. في فيلم سادة المحترمين (The Gentlemen)، يعطي معنى الدلالات مباشرة، الذي يكون المعنى الخاص على الرمز في هذا الفيلم، يستطيع ان يسمى بصورة الرمز أيضا. منظور أن معنى الدلالات الذي يطلع هو الشخص الذي سينتهي عمله من تجاري الحشيش ببيع جميع أسهمه. بل، ثم يحدث الإحتيالي الذي يسبب ان يثائر. أما مقصود الدلالة في هذا الحال هو يريد (Mickey Pearson) الكسبح من تجاري الحشيش ويقصد ان يبيع إلى (Metthaw). بل، يخان. يجعل هذا الحال (Mickey Pearson) يشكل الاستراتيجية ليجزي احتيالي (Metthaw). سوى ذلك، معنى الأسطورة الذي يدل في هذا البحث هو لنيل إفادة التجاري، لايحوز الشخص ان يفعل الخيانة لإفادة نفسه فقط لأنه يفعل الشيء سينال العاقبة.

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## **CHAPTER I**

### **INTRODUCTION**

This chapter contains the background of the study, research question, the objective of the study, significance of the study, scope and limitation, definition of the key term, previous study, and research design.

#### **A. Background of the Study**

At this time, the use of foul language signs has become one of the trends in informal language styles and is widely used by people worldwide. The use of harsh language or words tends to be done by teenagers in conversations between fellow teenagers. Of course, this phenomenon of using abusive language signs does not just appear on the public surface. Still, many actions or communicating genre films and others provide conversational dialogue that contains abusive language or words. The film that contains signs of abusive language is the film *The Gentlemen*.

*The Gentlemen* is a 2019 action film that ranks as the 9th highest-grossing film of 2020. It was written, directed, and produced by Guy Ritchie himself. Premiered at Curzon Mayfair Cinema on December 3, 2019, it was released in Indonesia. February 2020, the film *The Gentlemen* tells the story of a marijuana (cannabis) entrepreneur in the UK with assets of up to one billion dollars. Tired of doing business, Mickey Pearson wants to enjoy his retirement with his wife, Rosalind. He intended to sell all of his



assets, which consisted of 12 secret marijuana gardens, cultivation systems, distribution systems, and a list of buyers to Matthew Berger for \$400 million. Still, a fraud ensued, which sparked a conflict between the two parties.

In general, feature films are commercial, and non-story films are films whose reality is the subject, namely recording reality rather than fiction about reality (Sumarno M., 1996). One of them is an action film, as a film genre that functions as a medium for all action film lovers, packaged in an exciting and tense manner. Therefore, it is found that many teenagers are affected by the use of abusive language signs during informal communication.

In the film *The Gentlemen*, the languages represented do use harsh language signs and are supported by signs in several action scenes. The film results from reality with language signs as its primary device. The use of language signs expresses the communicator's choices, attitudes, and tendencies to channel the sender or recipient of the message. To make it easier to reach, events are symbolic forms, and the communicator's choice of a set of symbols will affect the meaning of the event for the recipient. Every symbol comes with an ideology, so the choice of a set of symbols, intentionally or not, is an ideology.

According to Becker, to be an event and to be understood, it must be put into a symbolic form by a communicator who chooses coded symbols. The choice will affect the meaning of the event for the recipient. Because every language has a symbol

that coincides with ideology, the choice of a set of symbols, whether consciously or not, is ideological (Budiman, 2003).

Therefore, the purpose of this study is to reveal language signs as a means of communication with the semiotic theory of Roland Barthes, denotation (true meaning), connotation (meaning of pictures or writings), and myths. There are several previous studies, including previous research, including:

The first researcher uses sources from a thesis entitled "An Analysis of Semiotic Signs Found in Pirates of the Caribbean Movie Posters by Rizky M. (2018)". This thesis focuses on analyzing semiotic signs and how the meaning of linguistic signs is manifested in film posters. Researchers used descriptive qualitative research methods. Researchers also used Charles Sanders Peirce's theory, namely Triadic Semiosis, to analyze semiotic signs on posters. The author also uses the advertising concept by Gillian Dyer to find semiotic signs and the concept of color meaning by Anna Wierzbicka to explain the colors contained in the poster. The researcher determines the semiotic sign that can realize through the elements contained in triadic semiosis, namely representamen, object, and interpretant.

The second research is entitled "*Semiotic Analysis of L'Oreal Paris Poster* by Syahdini (2019)". This study focuses on the connotative meanings contained in three videos by L'Oreal Paris from 2013, 2014, and 2018. This study uses the theory of Roland Barthes with a qualitative descriptive method. The study results convey the connotation that beauty is shaped by society and the inherent aspects of the beauty of

Parisian women. In addition, French women spend money on expensive and high-quality cosmetics but are more interested in natural and luxurious cosmetics.

The third research is entitled "*Semiotic Signs in Selected Walt Disney's Movie Posters In 2018* by Rahma Niatu (2019)". This study analyzes the semiotic signs on the 2018 Walt Disney posters using three semiotic theories, namely those of Charles Sander Pierce, Roland Barthes' and Dyer Gillian. This study used a descriptive qualitative method. The result of this study is the finding of a relationship between the visual signs of the poster under study.

The fourth research entitled "*Semiotic Analysis of Fastfood Restaurant Advertisements* by Sofiyah (2019)". Conducted this research to discuss the deeper meaning of these advertisements in depth. The theory used in this study is Roland Barthes' semiotics, which looks at the meaning of denotation, connotation, and mitosis using a qualitative descriptive method. According to the findings of this study, each fast food restaurant's advertisement contains 48 verbal and 47 nonverbal cues.

The fifth researcher from the thesis entitled "*Denotative and Connotative Meanings in Masha and The Bear Cartoon Movie* by Mustika D. (2017)". In this study, the researcher analyzed the denotative and connotative meanings and functions in the cartoon Masha and The Bear using Roland Barthes' theory. In addition, the researcher used a qualitative descriptive method, with the results showing that the cartoons studied were more dominant in connotative meaning.

The last previous research was a thesis entitled "A Semiotic Analysis of the John Wick 1 Film Using Charles Sanders Peirce's Semiotics from Asyraq (2018)". Theory using Charles Sanders Peirce's Semiotic Theory. In this thesis, the researcher uses the theory of Charles Sanders Peirce and uses a qualitative method, with the formulation of the problem: What signs are shown in the film John Wick 1? What do icons, indexes, and symbols like those in John's film Wick 1 mean? The results showed that Peirce's triadic concept could explain the meaning of signs in the John Wick 1 film.

This research assumes that the movie "*The Gentlemen*" contains semiotic signs. Through the denotations, connotations, and myths meanings by Roland Barthes in the movie *The Gentlemen*, the writer hopes that people, especially those who read this research, will get a deeper understanding and broad knowledge of every semiotic sign in *the* movie and how they can give effect to meaning.

From the previous studies above, the first researcher examines semiotic signs and how the meaning of linguistic signs is manifested in Caribbean film posters using Charles Sanders Peirce's theory and Gillian Dyer's supporting theory with the concept of color meaning. The second study analyzed the connotative meaning of beauty in three videos by L'Oreal Paris from 2013, 2014, and 2018 using Roland Barthes' theory. The third study analyzed semiotic signs on the Walt Disney 2018 poster using three semiotic theories, namely the theory of Charles Sander Pierce, Roland Barthes' and Dyer Gillian. The fourth research analyzes the meaning of denotation, connotation, and myth in fast food restaurant advertisements using Roland Barthes's theory.

The fifth study used Roland Barthes' theory to analyze the denotative and connotative meanings and functions in the Masha and The Bear cartoon. The last study analyzed the signs and meanings of the icons, indices, and symbols shown in the John Wick 1 film using the triadic theory from Charles Sanders Peirce.

This study uses Roland Barthes' theory to examine the meaning of denotation, connotation, and myth in the film *The Gentlemen*. What distinguishes this research from previous research is different theories and data sources. The last study used films with the same genre but using different theories, so that this research is different from previous studies. As for what distinguishes it from previous research, in this study, the researcher analyzes the sentences (speech) in each dialogue as the primary data and the picture marks as supporting data.

## **B. Problems of the Study**

Based on the description of the background of the problem above, then the formulation of the problem that the author examines is as follows:

1. How are denotation, connotation, and myth represented through the characters' utterances in *The Gentlemen Movie*?

### **C. Objective of the Study**

Based on the formulations described, the objectives of this study are:

1. To describe denotation, connotation, and myth represented through The Gentlemen Movie's characters' utterances.

### **D. Scope and Limitation**

This research focuses on the field of language, which is part of linguistic sign. This research focuses on language, which is part of the linguistic sign. Therefore, the study is to study the structure and meaning of language specific to a sign. The scope of this research focuses on using language through signs and facial expressions. Then, this research cannot find signs and facial expressions in the movie "The Gentlemen." To complete the research, the researcher provides additional references that are relevant to the topic. Furthermore, the researcher uses the theory of semiotics (signs) proposed by Roland Barthes about denotation, connotation, and myth.

### **E. Significances of the Study**

This research is expected to provide benefits and contributions both theoretically and practically. This study provides empirical data about the textual features in the characters that men mostly play in the action film The Gentlemen. The importance of this research is based on the focus of research on how a man who is a

marijuana businessman will retire, which triggers many groups to target him in sneaky ways so that there are many symbols (signs). Therefore, this study is significant in the analysis as a methodological approach. This research is expected to be helpful in the world of teaching and help readers understand the symbols (signs) associated with this topic. Practically, the results of this study will contribute to introducing related theories, namely by understanding the meaning of the message implied in each symbol (sign). Therefore, this study will assist in further research as a reinforcement for other theories that have been included in research on symbols (signs).

#### **F. Definition of Key Terms**

Based on the title of the research, the definitions of the key terms are:

##### **Linguistic sign**

Linguistic signs are the basis of the writing system for representing ideas, such as words, syllables, or language sounds. Speakers or listeners use linguistic signs such as verbal or written to refer to objects or ideas as a guide for meaning to be and their phonetic or graphic manifestations (linguistic symbols). In addition, colors, shapes, motions, objects, and others representing ideas, thoughts, or intentions interpret the relationship between symbols and objects based on culture, situation, environment, time, place, sensory responses, and various situations.

## Sign (Symbol)

(Barthes, 1993). A symbol is an object such as a picture, shape, or sign representing an idea about an object that serves to represent something. A sign is something for someone to represent something (other) in a particular relationship or capacity.

## Denotation, connotation, and myth

Connotation has a subjective or at least intersubjective meaning. In other words, denotation is what an object symbolizes, while the meaning of connotation is how to describe it. The connotation works on a subjective level so that its presence is not realized. (Barthes, 1993).

A myth explains or understands some aspects of reality or natural phenomena. According to Roland, myth is not only in painting, photography, advertising, writing, and oral speech, but the myth is everything that has a mode of representation that requires interpretation to understand its meaning (Barthes, 1993).

## **G. Previous Studies**

Semiotic studies are related to linguistic studies. According to Umberto Eco (1976), semiotic science is entirely related to all these things that can Semiotic studies are related to linguistic studies. According to Umberto Eco (1976), semiotic science is entirely related to all these things that can be taken as assigned. This study, not only from what we call "signs" and facial expressions in daily conversation but from



anything that stands for something else. In the semiotic sense, there are signs in words, pictures, sounds, movements, and objects. Signs are used in contemporary semiotics as part of a semiotic system (a sign system) such as media or genre. So, how does meaning emerge, and how does reality manifest itself? This research has some similarities with several other studies that have similar topics.

The first previous study was from a journal entitled "*An Analysis of Semiotic Signs Found in the Movie Poster for Pirates of the Caribbean.*" This study aims to find semiotic signs and how the meaning of linguistic signs is realized in this film poster. The data used is a movie poster titled *Pirates of the Caribbean*, which consists of 4 different series, namely *The Curse of the Black Pearl* (2003), *Dead Man's Chest* (2006), *At World's End* (2007), and *On Stranger Tides* (2011) as research objects, and the data is obtained from the internet. In this study, we use the theory of Charles Sanders Peirce, namely Triadic Semiosis (representamen, object, and interpretant). Then to analyze the semiotic sign on this poster. In addition, this journal also uses the concept of advertising by Gillian Dyer to find semiotic signs in posters and the concept of the meaning of colors by Anna Wierzbicka to explain how the meaning of the colors contained in the poster can be altered. From the results of research conducted, researchers found that the *Pirates of the Caribbean* poster had semiotic signs in the form of visual and verbal or language images and writings. From visual and verbal research using Peirce's theory, namely triadic semiosis.

The first researcher uses sources from a thesis entitled "*An Analysis of Semiotic Signs Found in Pirates of the Caribbean Movie Posters (2018)*". This thesis examines semiotic signs and how the meaning of linguistic signs is manifested in movie posters. Researchers used qualitative descriptive research methods. In this study, researchers used descriptive qualitative methods. In addition, the researcher uses Charles Sanders Peirce's theory, namely Triadic Semiosis, to analyze the semiotic signs on the poster. The researcher also uses the advertising concept by Gillian Dyer to find semiotic signs and the concept of color meaning by Anna Wierzbicka to explain the colors contained in the poster. Researchers determine semiotic signs that can be realized through the elements contained in triadic semiosis, namely representamen, object, and interpretant.

The second research is entitled "*The Semiotic Analysis of L'Oreal Paris Poster (2019)*". This study analyzes the connotative meanings contained in three videos by L'Oreal Paris from 2013, 2014, and 2018. This study uses Roland Barthes' theory with a qualitative descriptive method. The results convey the meaning of the connotations contained in the L'Oreal Paris video is "that beauty is shaped by society and the inherent aspects of the beauty of Parisian women. In addition, French women spend money on expensive and high-quality cosmetics but are more interested in natural and luxurious cosmetics. "

The third research is entitled "*Semiotic Sign in 2018 Selected Walt Disney's Movie Poster (2019)*". In this study, the researcher analyzes semiotic signs on the Walt Disney 2018 poster using three semiotic theories at once, namely the theory of Charles Sander Pierce, Roland Barthes' and Dyer Gillian. This study used the descriptive

qualitative method. By using three theories, this research is the finding of a relationship between the visual signs of the poster studied in the Walt Disney film.

The fourth research is entitled "*Semiotic Analysis of Fast food Restaurant Advertisements (2019)*". This study was conducted to discuss the deeper meaning of fast food restaurant advertisements. In this study, the researcher uses the semiotic theory of Roland Barthes, which looks at the meaning of denotation, connotation, and mitosis using a qualitative descriptive method. The results showed that each fast food restaurant advertisement contained 48 verbal cues and 47 nonverbal cues based on the data obtained.

fifth previous study researcher from the thesis entitled *Denotative and Connotative Meanings in Masha and The Bear Cartoon Movie (2017)*. In this study, the researcher analyzed the denotative and connotative meanings and functions in the cartoon Masha and The Bear using Roland Barthes' theory. In addition, the researcher used a qualitative descriptive method, with the study's results showing that the cartoons studied were more dominant in connotative meaning based on the meaning contained in the expressions of the characters.

The latest study from the journal, *A Semiotic Analysis of the John Wick 1 Film, Using Charles Sanders Peirce's Semiotic Theory (2018)*, focuses on finding out the signs and meanings in the John Wick 1 action film. In this study, the researcher uses the theory of Charles Sanders Peirce and uses qualitative methods using statistical techniques to analyze data. This research has a formulation problem: what signs are shown in the John Wick 1 film? What do the icons, indexes, and symbols expressed in

the John Wick Movie 1 mean? The researcher chooses five icons, three indexes, and three symbols to be analyzed. Researchers focus on finding out the signs and meanings in the John Wick 1 movie.

The researcher chooses semiotic studies because semiotics is an exciting study and will provide learning about semiotic signs in the future. (Barthes, *Elements of Semiology*, 1986) Semiotics is a gesture, sound, music, or anything that can be a sign, regardless of its substance, because semiotics aims to take a sign system. In addition, in this study, the writer has the same object as Alfan Asraq P's research because both are from action films. But using the theory of Roland Barthes as suggested by Dyah Ayu R.

## **H. Research Method**

This discussion of the research method includes the research design, data sources, research instruments, data collection, and data analysis

### **1. Research Design**

This study was conducted using the descriptive qualitative method. Cibangu (2012). said qualitative research consisted of methods: logic, ethnography, discourse analysis, case studies, participant observation, comparative methods, introspection, casuistics, focus groups, literary criticism, etc. This study provides a textual description of research procedures that produce descriptive data in the form of signs (symbols) and facial expressions in the dialogue observed in the film. The strength of this method is

to provide a textual description of people's experiences related to the research problem (Mohajan, 2018).

The assessment method used in this study is qualitative. (Sugiyono, 2007). Qualitative reporting is the meaning of events from what is seen. Reports on various events and interactions are discussed directly by the scene writer. In analyzing symbols (signs), the researchers report observations of symbols (signs) from the film *The Gentlemen*. In addition, the data in this study are primary and secondary. The primary data source is from *The Gentlemen*, directed by John Krasinski. Secondary data sources include data related to this research, such as several Semantic books, perspective theory, film scripts, the internet, and other related information.

From the explanation of the research method, the thesis writer assumes that the descriptive method is suitable for this particular study because the subject of the analysis is film. One characteristic of descriptive research is no treatment control as in experiments. This study tries to describe the analysis of language interactions using symbols (signs). Descriptive studies are usually not directed at hypothesis testing. In a certain sense, descriptive research is intended to describe situations and events; descriptive research studies are only the accumulation of primary data that has nothing to do with seeing or explaining correlations, testing hypotheses, establishing predictions and finding implications.

Current research seeks to identify, classify, and describe language interactions between families that survive using symbols (signs) as communication tools. This descriptive method is considered appropriate because it is intended to describe what

was at the time of the study. For this purpose, a qualitative design is considered appropriate. As a qualitative study, it is intended to analyze language interactions. The object of the study is *The Gentlemen*. The researcher will analyze the symbols (signs) used by one family in this film and the meaning of each symbol (sign) through dialogue.

## **2. Data Sources**

The data are all empirical information and documentation obtained as a scientific and academic construction science. Mukhtar, 2013. In this study, the data are all utterances (words, phrases, sentences, or expressions) and images containing verbal and non-verbal signs in each scene of the *Gentlemen* film. In this study, the researcher collected data by marking each utterance containing linguistic signs as primary data and images as secondary data or supporting data. The reason for choosing this film is that it is an action genre film and unique because it has linguistic signs and shots that give signs of facial expressions.

Furthermore, this research aims to obtain data related to the formulation of the research problem. Data is an essential tool in this research, both as a result of phenomena in the field and from the research itself. From the data obtained, the researcher will analyze and find out the study results. Data collection must be relevant to the research problem. The data in this study is descriptive qualitative data and uses qualitative data procedures for data analysis.

### **3. Research Instrument**

The instrument in this study used the previous observation guidelines. Then look for language in the form of linguistic signs and images such as facial expressions in the movie "The Gentlemen."

### **4. Data Collection**

The data is taken from the movie "*The Gentlemen*." The data was collected in several steps: First, the researcher downloaded the data and watched the film to find information related to research on the film. Underline the words, phrases, sentences, or pictures and colors contained in the semiotic analysis. The researcher groups these aspects in each scene that contains research data into types of verbal signs and nonverbal signs. Finally, the collected data will be analyzed, categorized as types of signs (symbols) of Roland Barthes' semiotic theory with triangles, namely denotation, connotation, and myth. Hanum, F. (2016).

### **5. Data Analysis**

In data analysis, the researcher determines several steps to investigate the data. First, the researcher used the notes collected in the observer's notes to analyze data in conversation transcripts or pictures of characters in the film. Then the researcher determines several conversations or images that contain linguistic signs. (A data processing procedure is carried out after the transcripts of the conversations or images are collected. Based on the semiotic theory of Barthes (1993), each statement will classify and identify the basis for the meaning of denotation, connotation, and myth.

Researchers only use utterances that indicate sign language interactions that contain linguistic signs and images. After collecting the data, the researcher identified the number with the highest semiotic amount. Finally, researchers discuss findings and conclusions based on data and theory.



## CHAPTER II

### REVIEW OF RELATED LITERATURE

The researcher explained a review of related literature that supports this research in this chapter. The review of related literature includes a definition of semiotic, signs, the definition of the movie, and semiotic theory.

#### A. Semiotics

Semiotics is the science of signs. Semiotics is a science or analytical method to study signs. Signs are devices used to find meaning to be conveyed between humans. According to Saussure, semiotics is the study of signs in society. He also explained a concept known as the linguistic dichotomy. One such dichotomy is between the signifier and the signified (signifier and sign). Thus, de Saussure divides the sign into two components, the signifier (or sound image) and the signified (or concept), and he says that the relationship between the two is arbitrary. Semiology is based on the assumption that as long as human actions and behavior carry meaning or as long as they function as signs, they must be hidden behind the system of distinctions and conventions that make that meaning possible. Where there is a sign, there is a system (Saussure, 1988).

It was also called "signature" by Peirce and "significant" and "signified" by Saussure. Pierce believed that semiology was the basis of logic itself; he described logic as "the necessary science of the general laws of signs." Much of his work involves

attempts to classify signs according to the relationship between signifiers, signs, and objects. In linguistics, especially semiotics, signs can be divided into verbal and nonverbal signs (Peirce, 1914).

Meanwhile, according to Roland Barthes, semiotics study various objects, events, and all cultures as signs (Barthes, *Mythologies*, 1993). However, Roland Barthes still clearly defends de Saussure's theory of signifiers, although he has differences, namely using the level of semiotic meaning, the level of denotation and connotation, and myth.

However, according to Charles Morris, the primary term semiotic says that language is a sign system distinguished by signals and symbols. However, semiotics is related to linguistic signs and non-language signs in communication between humans (Parera, 2004). A sign is a substitution for other things. Therefore, singing requires interpretation. For example, if you see a red tomato, this is a sign that the tomato is ripe, and church bells ringing, mosque drums sound. All of these are signs that must be interpreted according to the context. Charles Morris, the term sign is a generic term. Semiotics can be defined as the science of signs. Charles Morris distinguishes three kinds of semiotics: syntax, semantics, and pragmatics.

In this study, researchers focused on semantics. Semantics, namely, relates to the sign-in two ways. First, semantics relates to the sign and what the sign intends to refer to. For example, it is used more precisely and fits the term purpose of language use. Then the second, semantics, is also related to how this sign refers to an object. This

semantic field of words by Morris with mode. Each purpose of language use has a particular model.

## **B. Signs**

A sign is something physical (any sound image) that can be seen and heard, usually referring to an object or aspect of the reality you want to communicate. The object is known by using a sign to send a message about it, and other people will interpret the sign. The condition is that communicators and communicants must have the same language or knowledge of the sign system to smooth communication. In addition, according to Saussure (Daniel 2015), a sign system is a language, which means a sign is a unity of a sign (signifier) with an idea or a sign (signified). A sign is a meaningful sound or meaningful content.

According to Peirce, a sign or representation represents something else to someone in some way or capacity. Peirce calls an interpretant is called the interpretant of the first sign, which in turn refers to a particular object. Thus, according to Peirce, a sign or representamen has a direct "triadic" relationship with the interpretant and its object (Wibowo, 2011).

Language is a sign system. Because language is a sign system, linguistics (linguistics) can be classified as a branch of semiotics. When communicating, both orally and in writing, it is using the language signs to convey thoughts and feelings to others or trying to interpret the language signs conveyed by others. The effectiveness

of communication is primarily determined by organizing and understanding language signs. Signs of language can be words, phrases, clauses, sentences, and even text. In written language, language signs in the form of language sounds are represented by graphemes or letters and punctuation marks.

According to Pierce, signs can be grouped into icons, indexes, and symbols based on the relationship between signs and the objects they signify.

### 1. Index

The index is a language sign that shows the similarity relationship between the sign and the object it signifies. For example, images and onomatopoeic lexemes are classified as icons. In addition, the index is a sign that shows there is a causal relationship between the sign and the object it signifies. For example, a cloud of smoke or cloud is an index sign.

### 2. Symbol

A symbol is a sign between a sign and an object that has nothing to do with it. Besides, you are created solely because of the conventions of the group of people who use the sign. Lexemes or words, or specific symbols. For example, the symbol of a country or the symbol of an organization is classified as a symbol. Some language signs are icons, and some are symbols. Most language signs are symbols. Three elements present the meaning of language signs. The first point is the component of the internal

meaning of the language sign itself. The second point is the grammatical process of language signs. Then, the speech context of a language sign. The meaning formed from the components of the meaning of the language sign itself (autonomous) is classified as lexical meaning.

The meaning formed because language signs undergo a grammatical process is called grammatical meaning. The meaning formed because the language sign in the form of speech is connected with the context of the speech situation is classified as pragmatic meaning. Linguistic meaning and grammatical meaning are semantic studies, while pragmatic meanings are pragmatic studies. (Arthur, 2011) wrote that not all visible signs of sound can be a sign, as well as smell, taste, and shape. However, some signs have a visual dimension and therefore vary the visual aspects of the signs to be considered for analysis. Some of the variations of the visual tones are:

### **C. Roland Barthes**

Different colors create different emotions (this is believed in the Western world). The color red gives the impression of lust, danger, heat, and associated emotions. The blue color indicates a cool, calm, and subtle atmosphere. The violet color is associated with wealth and the kingdom. The use of color as a sign does have some uncertainties and arguments that can be used as explanatory reasons for this. For example, why is red used to indicate "stop" at a sign and traffic? If the sign is not obeyed, an accident may occur, resulting in injuries and bleeding.

When analyzing an image, Barthes distinguishes two types of signs: They are part of verbal and non-verbal signs (Cobley, 1999). The verbal part, of course, is the text. It can be a product or person's name, a sentence, information about something, a persuasive sentence, or something else in the text. Nonverbal signs indicate that the appearance is intended to support the verbal part in becoming an attractive package. It can be a picture, color, animation, and more. They are only in the form of supporting sentences and have a depth of meaning that can produce a message to the reader. Color can be one of the main tools to communicate a message. There are several standard colors, and each color has influenced human psychology. (Luzar, 2011).

### Black

Black is associated with intelligence. And also, black is the color of authority, power, stability, and strength. In psychological therapy, black has the effect of increasing self-confidence and strength. It is a sad color that is sometimes associated with evil.

### White

White is the color of perfection, purity, and success. It is also associated with radiance and purity. In certain cultures, this color symbolizes good luck in marriage. In some eastern parts of the world, white is associated with mourning. White is associated with creativity.

## Gray

Gray is the color of intellect, classics, and balance. In some products, it is used to influence emotional strength, the balance between black and white, and supporting color. Too much gray causes most to feel nothing, but a little gray will add a solid feel to your product. Some shades of gray relate to old age, death, taxes, depression, or loss of direction.

## Red

It is often used to draw attention to where the eye sees for the first time. He is related to fire and blood. The cheerful red color shows revolution, heat, strong, and enthusiasm. The dominant color, action, and appetite affect a product. People surrounded by red find their hearts beating a little faster and often report feeling a little out of breath. In local culture, relationships are symbols of happiness, masculinity, luck, and marriage.

## Yellow

Yellow is associated with sunlight. The positives are intelligence, wisdom, optimism, light, happiness, and idealism. Meanwhile, the negatives of this color are jealousy, cowardice, dishonesty, and wariness. The effect of the product is that this color is the most attractive, lighter than white, symbolizing speed and metabolism, and light yellow can increase concentration.

Relationships in local culture are symbolized as prosperity and are used for spring celebrations and courage.

### Blue

Blue is associated with the sea and the sky. The positives are knowledge, coolness, peace, masculinity, loyalty, justice, and intellect. While the negatives are depression and lethargy, The effect of the blue color on a product is rarely used because it is considered to damage the appetite. Still, the blue color can also cause the body to produce a sense of calm and peace. Some people say they are more productive in a blue room, and the blue color on a uniform can symbolize loyalty. And trust. Relationships in local cultures almost all over the world assume blue as masculine and the company's corporate color.

### Green

Green is associated with plants, nature, and the environment. Green generally connotes health, freshness, environmental awareness, and serenity. The positive sides of these are fertility, money, growth, success, nature, harmony, honesty, and youth. The downside can be being greedy, envious, and inexperienced. The effect in a product is a color that is eye-friendly, calming, and calm, sometimes used by hospitals to give a vibration of comfort to patients,



giving the impression of order; it provides healing. Whereas local culture symbolizes this color as heaven, fertility, and strength, it symbolizes willpower.

### Purple

Purple is the color of luxury, wisdom, imagination, magic, and inspiration. The effect on the product is feminism, which can also be romantic. This color stimulates brain activity used in problem-solving. This color can lend an air of mystery, wisdom, and respect. Young girls will most likely choose almost any shade of purple as their favorite.

### Orange

Orange is the color of energy, creativity, social stimulation, health, and activity. Be careful when using this color because it can be considered the color of madness and crowds. The effect of this color on a product that can be seen can be described as an appetite enhancer. An orange room can express happiness and friendship and increase alertness (hence often used for uniforms). Spring and orange are associated with spring. It has to do with learning and family in the local culture.

## Scope

The relationship between the elements in the sign system is explained in the scope of explanation, namely a kind of advertising. Signs, for example, (such as supermarket advertisements), are very "busy" (or confusing) and have a relatively little appearance, and lack contrast from "space." Other signs, for example, in cosmetic advertisements in well-known magazines, are simple in shape, and lots of space is itself a sign of quality, elegance, and high taste. According to Hall (Arthur, 2011), the space between buildings will affect its users. The same may be true of all kinds of visual markers.

## Shape

Form plays an essential role in bringing out the meaning of the sign. For example, a heart-shaped outline worn on Valentine's Day should be associated with "love." Then the red color in the heart, which means "love," is often found in many advertisements, stickers, etc. In this case, the heart shape on Valentine's Day is a symbol and not an icon. In other cases, the essence of an icon is formed.

## **D. Denotation, connotation, and myth**

Roland Barthes' theory in (Rahmawati 2017) still clearly shows de Saussure's significant-signification theory. Still, through Hjemslev, Barthes uses the term expression (expression) for the significant between the content and the signifies. In this case, his theory rests on the relation (R) between expression (E) and content (C), so he proposes the E-R-C model. A primary sign system can be an element of a broader sign

system. In this case, the primary sign is semiotic connotation. The continuation of the first-order sign system also appears with new expressions. These are the signs in the metalinguistic case where the primary system is the denotation, and the secondary system consists of metalanguage (metalanguage). Connotation takes the primary sign as its expression in the second-level sign system, while meta-language takes it as content.

<b>R2</b>			
“Secondary Sign” “Metalanguage”			
<b>Expression</b>		<b>Content</b>	
<b>R1</b>	“Primary Sign” “Denotation”	<b>Expression</b>	<b>Content</b>
		<b>Expression</b>	<b>Content</b>
“Secondary Sign” “Connotation”			
<b>R2</b>			

The connotation is the level of signification that explains between the signifier and the sign that there is a meaning that is not true. The connotation can produce a hidden second meaning, or what he calls a "myth." In this jam, the connotation is used by Barthes to explain one of the three ways the sign works in the second sign level. Barthes's "connotation" provides an overview of the interactions when the sign meets the user's emotions and cultural values. The critical factor in connotation is the marker at the first level. Barthes examines meaning in connotative terms.

## 1. Denotation

Denotation is the level of signification that explains the relationship between a marker and a sign, or a sign with its reference to reality, which produces an explicit, direct, and definite meaning. The meaning of denotation is a sign whose marker has a high level of convention or agreement. Barthes said that denotation is the most apparent meaning of the sign. So, the first level of discussion in this research is to analyze the images and sounds contained in the movie.

## 2. Connotation

Roland Barthes' semiotic nature of denotation and connotation has a significant role compared to linguistics. According to Barthes (Arthur 2011), denotation is direct and can be called a marker description. Thus, if you pay attention to an object, for example, a doll, the meaning of denotation is contained in (this is a long doll with a size and was first made several years ago). Meanwhile, the meaning of the connotation will have a slight difference because it will be related to the culture contained in the wrapper, which means the cultural relationship in which the doll is made (in which country and how the culture is) and the image that will be emitted and the consequences of that.

Finally, the meaning of the connotation of some signs becomes like a myth or a hint of a myth (which emphasizes the meanings). In many ways, the connotation meaning becomes the embodiment of a very influential myth.

### 3. Myth

Myth: According to Barthes in his book *Mythologies*, myth is a communication system; that myth is a message. A myth is a mode of signification, of being. Barthes believed that anything could become a myth. As long as the object contains a message, it will become a myth. According to Barthes, another characteristic of myth is that it is not determined by the material but by the message conveyed. Myths are not always verbal, so there are also myths in films, paintings, sculptures, photography, advertisements, or comics. Mythology is part of semiology, a broad knowledge of signs and shapes. Mythology and semiology deal with values that are not satisfied with mere facts. Facts are signs used to define and explore other things. According to Barthes, there are three-dimensional patterns of markers, signs, and messages in myth. But myth is a unique system built from pre-existing semiological chains.

According to Barthes (Arthur 2011), using a specific term to distinguish the myth system from the nature of language is beneficial. Barthes'

also described markers in myth as forms and signifiers as concepts. The combination of the two terms constitutes a designation.

<b>Language</b>	<b>Myth</b>
Signifier	Form
Signified	Concept
Sign	Signification

In fact, and markers form a linguistic sign, and it is this sign becomes a marker for a different sign and a sign from the original language. From a mythical point of view, the marker (a sign in the original language) is called a form, while the sign is a concept of a sign produced by the feelings it produces. In (Arthur 2011), Barthes writes, "If I intend to decipher the myth, then I must be able to identify the concept."

<b>Signifier</b>	<b>Signified</b>
<b>Denotative Sign (First System)</b>	
<b>Connotative Signifier</b>	<b>Denotative Signified</b>
<b>Connotative Sign (Second System)</b>	

## **CHAPTER III**

### **FINDING AND DISCUSSION**

In this chapter, the researcher wants to focus on analyzing semiotic signs in the film "The Gentlemen." The parts analyzed are semiotic signs based on Roland Barthes' theory, namely denotation, connotation, and myth. The research went through several steps, as mentioned in the data analysis, involving verbal and nonverbal elements both in dialogue and signs in pictures. all of which are discussed below:

#### **A. Finding**

At this stage, the researcher will present the results of the semiotic analysis of the movie "The Gentlemen." After watching the film repeatedly, the researcher found some signs in the film. The data obtained in the film consists of verbal and non-verbal signs, namely, sentences in dialogue sentences and symbols in scenes. Researchers found data, not in the entire film but several relevant scenes.

The researcher analyzed the data obtained in this study using Roland Barthes' theory, namely the meaning of signs through the meanings of denotation, connotation, and myth. The data obtained is as follows:

## Datum 1



Figure 1 (00:01:46)

Verbal	Non-Verbal
<b>Conversation</b>	<b>Context of situation</b>
<p><i>Mickey Pearson: "if you wish to be the king of the jungle, is not enough to act like a king. You must be the king. And there can be no doubt. Because doubt chaos and one's demise"</i></p>	<p>Image of a grown man sitting in a cafe drinking a glass of beer.</p> <p>The use of red on the coat and the black background of the café</p>



### **Denotation**

The denotative analysis in this scene is seen a man who is drinking a glass of beer with a sharp look ahead and says in his heart, "if you wish to be the king of the jungle, it is not enough to act like a king. You must be the king. And there can be no doubt. Because doubt chaos and one's demise" this sentence emphasizes that to be a king, one does not need to act as if he is a king. But it's enough to act like a real king.

### **Connotation**

The connotation analysis in the first scene shows a man who is the big boss of the biggest marijuana mafia in the UK, and Mickey Pearson is sitting in a cafe and drinking a glass of beer wearing a neat red suit. The connotation conveyed is that a king will act like a king by imagining himself like a king in a forest that Mickey Pearson knows is the biggest marijuana mafia boss in the UK.

### **Myth**

in the first data, the meaning of the myth conveyed is that a big boss of the UK's most significant cannabis business is like a king in the jungle. To become a true king, one acts like a real king without showing others "here I am a king" but acts like a real king.

## Dantum 2



Figure 2 (00:23:24)

Verbal	Non-Verbal
<b>Conversation</b>	<b>Context of situation</b>
<p><i>Dry Eye: A gentleman quote is a gentlemen's word. Now either you or your family is gonna have to pay for that lesson. Do have an understanding?</i></p>	<p>Image of a man glaring at his subordinates.</p> <p>Seen his subordinate holding a hat with his eyes lowered with a scarred face.</p> <p>In this picture, it is set outdoors at night and it can be seen that all the men are wearing black clothes except for the boss who is wearing a dark brown jacket.</p>

**Denotation**

In the scene above, it can be seen that there is a man in a black jacket and hat with a scarred face with a slight lowering of his gaze while holding his hat on the side of the road, and the other one looks intimidating. In this scene, a boss criticizes his subordinates with the sentence Now, either you or your family are going to have to pay for that lesson. Do you have an understanding?

**Connotation**

Based on the analysis of the connotation meaning, it is emphasized that being a subordinate can only obey orders from superiors and cannot do anything, while to become a mafia boss is to have the ability to control his subordinates, such as by giving a firm statement that he quickly destroys his subordinates to his family when you make a mistake.

**Myth**

In the second data, a myth develops in society that a subordinate cannot command his superior, even though sometimes his superior's orders have harmed his subordinates as subordinates who can only carry out wholeheartedly without caring about anything. The consequences. In addition, the boss's attitude that is highlighted in the data appears to be a very rude and arrogant boss. Men only care about their interests regardless of what their subordinates will do later.

## Datum 3



Figure 3 (00:29:36)

Verbal	Non-Verbal
<b>Conversation</b>	<b>Context of situation</b>
<p><i>Rosalind: How'd you get your hands on that?</i></p> <p><i>Dry Eye: Ask no questions, hear no lies. Hence the price.</i></p> <p><i>Rosalind: So, how much?</i></p> <p><i>Dry Eye: On no charge.</i></p> <p><i>Rosalind: Okay, so what's the price?</i></p> <p><i>Dry Eye: I'm meeting with your husband.</i></p>	<p>This picture is set in a garage and there is a woman and a man.</p> <p>Seen a woman in black with an expression pursed lips and a man in a brown jacket.</p>

<p><i>Rosalind: Oh, fuck off. That's gonna happen.</i></p>	
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### **Denotation**

The third data image gives the connotation meaning of a Dry Eye man coming to Rosalind Pearson's office to ask Rosalind to persuade her husband (Mickey Pearson) to sell her marijuana business. However, it seemed that Rosalind didn't want to get involved in her husband's business matters, saying, "Oh fuck off. That's going to happen." With a displeased expression.

### **Connotation**

The connotation meaning in the third image data is Rosalind Pearson meets a stranger Dry Eye. In this scene, Dry Eye tries to compromise to meet her husband Mickey Pearson and persuade him to sell her marijuana business. In this scene, Rosalind Pearson is upset about her first encounter with Dry Eye. Of course, you need to be careful because you don't know whether someone's intentions are good or bad.

### **Myth**

In the third data, it can be seen that the meaning of the myth is that a man wants to use his wife to persuade his husband to sell the marijuana business. In addition, the attitude that a wife highlights in this data is that Rosalind Pearson is wary of strangers

she knows. You could see Rosalind was silent with an expression that sharpened her mouth with her eyes downcast.

#### Datum 4



Figure 4 (00:30:19)

Verbal	Non-Verbal
<b>Conversation</b>	<b>Context of situation</b>
<i>Raymond: Is he breaking out his own? Big man plans behind lord Georges's back?</i>	The picture in this scene shows a hand with a ring on the little finger of a man in black and gray giving a signal to stop and not continue his speech.

**Denotation**

The denotative meaning in the image in this scene is that Ray's hand is like holding his four fingers and letting his index finger straight, which means "enough."

**Connotation**

The connotative meaning conveyed in this scene is that it is the duty of an assistant to serve all the needs of superiors, let alone arrange all meeting schedules and not let just anyone come to visit him without the boss's permission. This can be seen when Ray sees Dry Eye heading to Mickey Person's office, and he signals Dry Eye to stop "enough" not to continue on his way. In this scene, Ray asks, "Is he breaking out his own? Big man plans behind lord Georges's back?" why Dry Eye quickly enter his boss's room.

**Myth**

Through understanding the connotations of the fourth data, it can be seen that Mickey Pearson is not an easy person to find because he is the big boss of the marijuana mafia only certain people have access to meet him.

**Datum 5**



**Figure 5 (00:33:21- 00:33:38)**



Verbal	Non-Verbal
<b>Conversation</b>	<b>Context of situation</b>
<p><i>Mickey Pearson: What was it? Something about being beneath me? Silver on the back? There's only one rule in this fucking jungle. When the lion's hungry, he eats.</i></p>	<p>The picture shows a man in a gray shirt holding a gun and putting one hand to his ear as if he didn't hear anything.</p> <p>There was also a man in a black and brown shirt lying on his knees with an expression of pain.</p>

### **Denotation**

The denotative meaning conveyed in this data is Mickey Pearson pointing a gun at Dry Eye, who was lying in pain on the floor and putting his hand right next to his ear with an angry face.

### **Connotation**

Based on the conveyed connotation, Mickey Pearson had told Dry Eye not to dare to force him politely. However, Dry Eye still insisted, so according to Mickey Person, he should give some stern warnings, perhaps by violent means, so that people like Dry Eye are like. Mickey Pearson likens himself to a lion in the jungle who eats enough when hungry.

## Myth

In data five, the myth conveyed is that Dry Eye could lose his life because he dared to harass a big boss of the UK mafia. Someone who looks calm is not necessarily harmless.

## Datum 6



**Figure 6 (01:00:45)**

Verbal	Non-Verbal
<b>Conversation</b>	<b>Context of situation</b>
<i>Raymond: Stop fucking around, cunt. Give me the phone and take the money. Drop the fucking money and run, boy.</i>	The picture in this scene of an adult man using a chili weapon gives a signal to calm down and not move.

<i>Fuck! Move, move, move! Now, put the phone on the ground.</i>	Mature man wearing a dark blue suit with glasses holding a gun and pointing forward.
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### **Denotation**

The denotative meaning conveyed in the sixth data is Ray aiming his gun and swinging his hand slowly up and down to signal that the object in front of him remains calm and does not act recklessly or Ray will shoot him.

### **Connotation**

The connotation meaning conveyed in the following data is that anyone will be afraid when confronted with sharp weapons such as weapons. Ray told a young man holding a cell phone with a video of Aslan falling to hand it over to him immediately with a bluff, “Stop fucking around, cunt. Please give me the phone and take the money. Drop the fucking money and run, boy. Fuck! Move, move, move! Now, put the phone on the ground.”

### **Myth**

In this sixth data, it can be seen that the meaning of the myth conveyed in the scene is that anyone will be afraid when faced with death. In addition, the sign of a firearm is an object that is greatly feared by the public because, with one shot, a person can lose his life.

## Datum 7



Figure 7 (01:01:19)

Verbal	Non-Verbal
<b>Conversation</b>	<b>Context of situation</b>
<p><i>Raymond: Fucking prick. What are you doing, Dave?</i></p> <p><i>It's on him someone where I'm trying. Just give me a second, fuck.</i></p>	<p>The picture in this scene shows three men outside the room, one of whom almost fell and the other was under the bridge.</p> <p>Seen two adult men wearing dark blue suits and a young boy wearing blue, white, and yellow shirts</p>

**Denotation**

The denotative meaning of the seventh data is Ray looking over the bridge and seeing his partner Dave catching a boy whose half body almost fell from the bridge railing.

**Connotation**

The connotative meaning conveyed in this data is that Ray calls his colleague Dave so as not to waste time dealing with one of the street children he caught "Raymond: Fucking prick. What are you doing, Dave? It's on him, someone where I'm trying. Just give me a second, fuck."

**Myth**

In the seventh data, it can be seen that the meaning of the myth that is raised is that two adult men feel threatened if the video on their cellphone is disseminated, which can cause problems for them. Seen a man trying so hard to confiscate evidence until the young man almost fell on the bridge guardrail

## Datum 8



Figure 8 (00:41:25)

Verbal	Non-Verbal
<b>Conversation</b>	<b>Context of situation</b>
<p><i>Coach: Is that what I think it is? Yeah, but the best version of it. Tell me you didn't put that fight porn online.</i></p> <p><i>Someone else: It's white-hot, Coach. The hit. It's gone intergalactic.</i></p> <p><i>Coach: What was I thinking, leaving you kids alone unsupervised? Take it down. Now!</i></p>	<p>This picture shows an adult man talking with an annoyed face, and several young people behind him silently looking down.</p> <p>The colors used are red, green, brown, blue, and yellow and the costumes used are all similar, apart from that they are set in a room filled with madding.</p>

**Denotation**

The denotative meaning conveyed in this data is that Jim was annoyed and scolded his students in the room, and some of his students looked down with an expression of guilt, and two other people in front of the computer just stared at him, Jim.

**Connotation**

In this scene, the connotation meaning is that Jim, the coach, is scolding his students for smuggling into the secret marijuana garden belonging to mafia boss Mickey Pearson. Not only that, they even record their actions and upload them to the internet. "Coach: What was I thinking, leaving you kids alone unsupervised? Take it down. Now!" asked to remove the video they had uploaded to avoid getting in trouble with the boss of the Marijuana Mafia, Mickey Pearson.

**Myth**

In the eighth data, judging from the connotative meaning highlighted, the myth conveyed is that one of the duties of a teacher is to educate students not to act rashly or choose the wrong path. Jim berates his student for using his martial arts skills to sneak into Mickey Pearson's secret marijuana battle.

## Dantum 9



Figure 9 (01:06:34)

Verbal	Non-Verbal
<b>Conversation</b>	<b>Context of situation</b>
<p><i>Coach: His name is Phuc, but it's spelled with a "Ph" so it sounds like "fuck"</i></p> <p><i>Raymond: So, its Phu-uc?</i></p> <p><i>Coach: What? Yeah, something like that. Anyway, he's the kind that gave us the skunk farm job. Do you know him?</i></p> <p><i>Raymond: Yeah, we've met before, haven't Phu-UC... Phuch?</i></p>	<p>Seen this picture shows two men looking into the trunk of a car and one of them raises his hand and gives the sign "OK"</p> <p>In this scene, two men are wearing glasses and wearing different colors of clothing, namely a brown jacket and a hat and the other wearing a blue coat.</p>



**Denotation**

In the ninth data, the denotative meaning conveyed is two men outside the building. Ray and Jim are talking about Phuc, the perpetrator who helped leak the marijuana business owned by Mickey Pearson, and both of them stare at the same place into the trunk of the car. Phuc lay in the car's trunk with his hands and feet tied and his mouth plastered.

**Connotation**

The connotation I want to emphasize is that Ray and Jim are talking about Phuc lying with his hands and feet tied and his mouth taped to the car's trunk. They looked at Phuc, then Jim raised his left hand and gave an "okay" sign as if everything was under control. Jim said, "His name is Phuc, but it spelled with a "Ph-uc," so it sounds like 'fuck'." Deliberately mentioning Phuc's name is like fuck out of annoyance.

**Myth**

In this data, the meaning of the myth conveyed is never to try to deal with mafia bosses because every action will have consequences. Jim is responsible for helping Mickey Pearson's party catch Phuc for breaking into Mickey Pearson's marijuana plantation with Jim's music.

**Datum 10**



**Figure 10 (01:24:30-01:24:48)**

Verbal	Non-Verbal
<b>Conversation</b>	<b>Context of situation</b>
<p><i>Dry Eye: I'm gonna have to check your grammar on that. It can't just a little bit absolute.</i></p> <p><i>Mrs. Rosalind: Whatever it is, I've lost my patience. I'm telling you I will squeeze this trigger and Tony will be no more. Listen to me, cunt. You take one step forward it'll be the last fucking step you ever take.</i></p>	<p>The picture shows two adult men and one woman in a room.</p> <p>One of the men stood up and pointed at the exit</p> <p>A woman in a blue suit with a white shirt holds a small gold gun</p>

### **Denotation**

The denotative meaning conveyed in the last data saw Dry Eye approaching Rosalind Pearson and threatening her. Still, Rosalind instead took out a small gold gun, shot one of Dry Eye's subordinates, and threatened to leave.

### **Connotation**

The connotation that was conveyed was that Rosalind Pearson immediately took the small gold weapon that was on the table when one of Dry Eye's subordinates was about to step up and attack Rosalind, "Whatever it is, I've lost my patience. I'm telling you, I will squeeze this trigger, and Tony will be no more. License to me, cunt.

You take one step forward, and it'll be the last fucking step you ever take." Feeling threatened, Rosalind fired a shot that hit her subordinate's head, making Dry Eye startled and frightened. He walked sideways towards the exit with both hands raised, signaling that he would soon leave and leave Rosalind.

### **Myth**

The meaning of the myth contained in the latest data is that when a person must be able to protect himself when he feels threatened, he will fight to defend himself, including what Rosalind Pearson did to Dry Eye's subordinates.

It can be concluded that the dominant signs in *The Gentlemen* movie are verbal and non-verbal signs. One example of verbal signs that is often used is the word "fuck" 6 out of 10 data. Then the verbal sign found is the use of the word "lion," where the lion symbolizes the king of the jungle. In this film, it is explained that Mickey Pearson is the boss of the marijuana mafia in the UK, and is very respected, so he is often dubbed the king of the mafia. In addition, the use of non-verbal signs that stand out is the use of firearms, as well as the use of clothing and room colors. In *The Gentlemen* movie, the dominant color often used is black. According to Roland Barthes' understanding, black is the color of authority and power, stability and strength.

## B. Discussion

In this section, the researcher discusses the findings from the above data. This discussion aims to find out the signs of language according to Roland Barthes, namely the meaning of denotation, connotation, and the myths in the film *The Gentlemen*. In this study, the researchers found that in *The Gentlemen*, the mafia figures depict the life of a mafia who is always in a scope where they often use harsh words and scenes of violence and danger such as "fuck", "Cunt", and others.

The researcher conducted this research using the theory of denotation, connotation, and myth (sign) from Roland Barthes with references from Charles Morris regarding language signs in linguistics, namely the field of semantics.

No	Signs Language	Signs Images	Time Spotted
1	King Jungle Demise	Beer In the cafe Red coat	00:01:46
2	Pay for that lesson	Black hat (all black) Truck Street	00:23:24
3	Hear no lies Fuck off	In the trunk Expression of Rosalind Pearson	00:29:36
4	Breaking out Big man	Hands (clenched except for the index finger)	00:30:19

		The ring	
5	Fucking jungle Lion's hungry	Weapon Hand (raised to ear) Face in pain	00:33:21- 00:33:38
6	Stop fucking around Cunt Money	Weapon Hands (swinging downwards)	01:00:45
7	Fucking prick	Bridge Almost fell	01:01:19
8	Fight Hot	Computer Clothes (uniform)	00:41:25- 01:06:34
9	Phu-uc It's spelled with a "Ph" so it sounds like "fuck"	Car Men with glasses Hands (okay)	01:06:34
10	Lost my patience The last fucking step	Little gold gun A drop of blood on the head Hand (holding, and pointing the exit)	01:24:30- 01:24:48

Regarding the meaning of denotation, connotation, and myth in the film, *The Gentlemen*, language signs in the dialogues and pictures of each scene contain harsh words or violence. The researcher found that there were six harsh and violent words in the dialogue and picture marks as supporting data in the ten analyzed data. It can be seen that in this case, mafia figures often use abusive language signs such as threats or cursing that support the meaning of connotation, denotation, and myth.

1. *Now you or your family have to pay for the lesson.*

**Denotation meaning:** a threat that if there is a mistake, then the learning must be paid for by him and his family.

**Connotation meaning:** A thought that a mafia can be respected by threatening his subordinates so that no one dares to make mistakes.

**Myth:** An action must have consequences.

2. *Don't ask, don't hear lies. Hence the price. Oh, fuck it. It will happen.*

**Denotation means** the prohibition of asking because what is heard has value, and someone can lie because honesty has a price.

**Connotation meaning:** the rule of a mafia will only help other mafias without a reward that benefits them. You give, and you receive.

**Myth:** everything should be reciprocal and mutually beneficial for both parties.

3. *There is only one rule in this damn jungle. When the lion is hungry, he eats.*

**Denotation meaning:** the mafia figure is a parable of a lion, and the rule in the forest is that the lion will eat when it is hungry.

**Connotation meaning:** every king has his own rules and ways of doing things in his territory, and it would be not very kind if someone interfered with his territory.

**Myth:** don't wake a hungry lion because it could end tragically.

*4. Stop messing around, bitch. Give me the phone and take the money.*

*Drop the damn money and run, boy. Damn it! Move, move, move! Now, put the phone on the ground.*

**Denotative meaning:** wearing at street children so that they give up their cellphones and take the money and then leave quickly without trying to play with mafia groups because this can lead to violence that they will regret for the rest of their lives.

**Connotation meaning:** a choice that takes the money and you will survive because the mafia is equipped with firearms, a threat to street children that if they persist and continue to deal with the mafia, it might end tragically.

**Myth:** never test a mafia's patience

*5. Say that you don't put the fight online. It's hot, Coach. That punch.*

**Denotative meaning:** the internet is a site that anyone can access. The child uploads the action of robbing in one of the marijuana warehouses of a mafia.

**Connotation meaning:** Actions that harm others are very unethical when displayed in online media. Moreover, it is related to the marijuana business of one of the biggest mafias in England.



**Myth:** as long as there is a choice that does not harm, choose it. Never display stupid actions in online media that can harm others.

*6. Either way, I've lost my temper. I said I'm going to hit this trigger and Tony won't be around anymore. Listen to me, bitch. You take one step forward it will be the last step you will ever take.*

**Denotational meaning:** Rosalind has patience and threatens not to approach her, or she will have to shoot Tony.

**Connotation meaning:** someone can do cruel actions when he is pressed by circumstances to protect himself. Don't mess with people who have guns, because when they run out of patience, they can shoot whenever they want to protect themselves

**Myth:** a weapon is very dangerous, and can protect and kill a person.

Based on the results of the analysis of the meaning of denotation, connotation, and myth contained in the 10 scenes in the film *The Gentlemen* refers to the theory of Roland Barthes, which states that the real meaning of the sign is conveying the message conveyed or, then for each sign as in the findings above, it can be It is known that these signs have different meanings according to the object or sign reference. Roland Barthes' theory can be used in the study of signs in the research of language signs in linguistics regarding language signs according to Charles Morris in linguistics which is divided into three parts, namely, pragmatics, syntax, and semantics. Thus, this research is a different study from previous research.

As for the previous study "An Analysis of Semiotic Signs Found in Pirates of the Caribbean Movie Posters," in the first study, there is a very significant difference even though it uses data in the form of films, but this study only focuses on poster analysis using the theory of Charles Sanders's Pierce with the results research that each poster in the Caribbean film has a different semiotic sign according to the triadic concept, and uses a color concept approach from Gillian Dyer. Then, in the research "Semiotic Analysis of the L'Oreal Paris Poster," this study only focuses on the connotative meaning of the 'Oreal Paris Poster. This study indicates that the connotation meaning conveyed in the L'Oreal Paris poster is that beauty is shaped by society, and the aspects inherent in Parisian women were using expensive cosmetics means having high quality. Still, a natural and luxurious appearance is prioritized for Parisian women. in a L'Oreal Paris poster.

The second study that uses the same theory is "Semiotic Signs in Selected Walt Disney's Movie Posters In 2018". Although one of the theories used is from Roland Barthes, this research only focuses on visual poster signs, with the research finding a relationship between visual signs in Walt Disney movie posters. The fourth and fifth research is "Semiotic Analysis of Fastfood Restaurant Ads" and "Denotative and Connotative Meanings in the Cartoon Film Masha and The Bear." In this study, it was found that every fast food restaurant advertisement contains 48 verbal cues and 47 nonverbal cues.

The fifth only analyzes the meaning of "Denotation and Connotation Meanings in Masha and The Bear Cartoon." This study shows several meanings and functions of connotation and denotation found in the film. The researcher concludes that the dominant type of connotative meaning in the film is the symbolic meaning which consists of knowing the meaning the character expresses. The last research, "A Semiotic Analysis of the John Wick 1 Film Using Charles Sanders Peirce's Semiotics from Asyraq," has similarities with analyzing the action genre film, but the theory used is different with different problem formulations.

In this study, the researcher used Roland Barthes' theory about the meaning of denotation, connotation, and myth in language signs with a semantic study from Charles Morris on language signs. Of the 10 data, 6 data contain a sign in the form of a "symbol" and ten signs in the form of an index or an "icon."

The data that contains a "symbol" in the form of data numbers 3, 5, 6, 7, 9, and 10 of the six data contains language signs in the form of lexemes or the use of harsh words in the form of "Fuck or fucking, (Phu-up the sound like Fuck), Cunt, lies and Lion's hungry" This language sign interprets the meaning of the characters in the film using frontal and harsh words. For example, in data 3, it is a sign (symbol) wherein the scene there are the words "oh, fuck off. That's gonna happen" where the words used are frontal or harsh. In the data, there are five signs (symbols) in the form of "there's only one rule in this fucking jungle. When the lion's hungry, he eats" this data provides a sign (symbol) of frontal words and threats, symbolizing a lion that is wild when

hungry so it will eat it and other signs in the form of a firearm icon where the situation is theatrical and full visual violence.

The data 6 "Stop fucking around, cunt. Give me the phone and take the money. Drop the fucking money and run, boy. Fuck! Move, move, move! Now, put the phone on the ground." Where in this data is a sign (symbol) that displays the use of harsh words with threats; besides that, there is a sign in the form of an icon where the character in the scene uses a firearm which means an act of violence. In the 7th data, the signs (symbols) are the words "fucking prick. What are you doing Dave? Its on him, someone, where I'm trying. Just give me a second, fuck" in addition to the use of harsh words, this data also contains a sign (icon) where a child is threatened to be pushed off a bridge.

In data 9, the dialogue used "His name is Phuch, but it spelled with a 'Ph' so it sounds like (fuck)" this shows that a person named Phu-UC is called with a tone like a word fuck because he has disturbed the mafia, so he was kidnapped and stored in the trunk of a car, an act of violence commonly perpetrated by mafia figures. On data, cousin 10 gives a sign (symbol) in the form of a threat "Whatever it is, I've lost my patience. I'm telling you I will squeeze this trigger, and Tony will be no more. Listen to me, cunt. You take one step forward. It'll be the last fucking step you ever take." By using harsh words and full of threats, this data is also supported by index marks (icons) wherein the scene Rosalind shoots Dry Eye's subordinates and threatens him by speaking harshly.

In addition, there are language signs in the form of data 1, 2, 4, and 8 in the form of index marks (icons). For example, in data 1, a dark room is used with a man in a red coat drinking beer. Data 2 shows a sign where a mafia scolds his subordinates with an index sign (icon) at night on the road. In the 4th data displaying the hand of Mickey Pearson's assistant who gave an index sign (icon) to stop, and in the 8th data, the index sign (icon) displayed was when a coach scolded his students by being in the room.

## CHAPTER IV

### CONCLUSION AND SUGGESTION

In this chapter, the writer has conclusions and related suggestions. This chapter concludes sign language analysis, namely finding signs, understanding the meaning of denotations, connotations, and myths in the film *The Gentlemen*.

#### **A. Conclusion**

The previous figures of semiotic theory can be done in linguistic studies, one of which is Roland Barthes, who sparked connotations, denotations, and myths used in linguistic studies. However, even in linguistic research, it would be better if you use the Charles Morris approach to focus more on the signs of language.

In this study, the theory of Roland Barthes was used. However, it cannot be separated from the study of linguistics regarding language signs, divided into three parts according to Charles Morris, namely, pragmatics, syntax, and semantics. In this study, researchers used a semantic approach by examining language signs, three discussions, namely the meaning of denotation, connotation, and myth. Based on the formulation of the problem in this study, the following conclusions can be drawn.

After identifying and analyzing the meaning of denotation, connotation, and myth in *The Gentlemen* film in the previous chapter, it can be said that

based on the analysis using visual signs and supported by images in The Gentlemen film. It can be concluded that mafia characters in the film often use abusive language, threatening sentences, and use firearms (as a sign of support). Signs of frontal language indicate that The Gentlemen is a film is full of action and violence. In addition, gun marks can be used to injure or kill but are sometimes used to protect oneself.

It was concluded that each frontal and rude word or speech had more than one function. Each function found in the film 10 data were analyzed in the previous chapter. From each function of rude or frontal words, it is found that the use of rude or frontal words by mafia figures is when they are making threats when they are about to commit acts of violence, and even slipping the name of someone who is hated as in the 9th data such as Phu-uch which is called tone. "fuck".

## **B. Suggestion**

This study has shortcomings, for example, it only uses one data source, namely the film The Gentlemen, so it cannot do comparisons. It is better if the next research uses several films, more than one film is analyzed. So that there is a comparison, both in terms of data and the use of a theory that fits the data.

This study only uses a qualitative approach, so it cannot make generalizations, cannot claim that all action films can use Roland Barthes' theory or all action films always use harsh language signs. Therefore, further

research can also use a qualitative as well as a quantitative approach to make it more comprehensive.

In addition, the writer finds it difficult to use semiotic theory when analyzing linguistic studies. However, this is in line with Charles Morris that semiotics in linguistics are pragmatic, syntactic, and semantic so that in future research, one of the three approaches must be used. Based on the conclusions above, the researchers set the following suggestions:

First, to the readers, when researching linguistics, they must focus on syntax, semantics, and pragmatics because according to Charles Morris semiotics in language signs consists of three, namely syntax, semantics, and pragmatics. The novelty of the theory is very likely due to updates from semiotics. Second, focus on the absence of language, signs that are outside the context of language, let alone majoring in communication science and others. Third, further researchers can look for data in the field, not only in the form of data in the media. because natural data will be better than scripted data. Fourth, for researchers who analyze the semiotic approach, then look for the previous study of language signs to make it easier to make research gaps.

Finally, the researcher hopes that this research can be helpful to and inspire for further research of this case. Furthermore, the researcher also suggests filling in the gaps about what is possible for further research, the meaning of denotation, connotation, and myth in the movie.



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## CURRICULUM VITAE



Putri Wulandari was born in Usuku on January 22, 1998. She graduated from SMAN 2 Tomia in 2016. She started her higher education in 2016 at the English Letters Department of Universitas Islam Negeri Maulana Malik Ibrahim Malang and finished in 2021.